

The COMMUNICATOR

The newsletter of the School of Arts and Communication

Spring 2015

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Florida Institute of Technology

High Tech with a Human Touch™

School of Arts and Communication takes flight

By Rolanda Hatcher-Gallop
The Communicator

They are the first things Hershlay Raymond sees when she exits the elevator on the sixth floor of the Fredrick C. Crawford Building.

"You really can't miss them," she says of the two candy-apple red and black cloth drapes with the words 'School of Arts and Communication' neatly typed in white.

The tall drapes flank the sides of the SAC office's glass partition in the hallway adjacent to the elevators and stairwell, providing visual reminders to all that the humanities and communication courses at Florida Institute of Technology are now housed within a school rather than a department.

"I definitely know where I am when I step off the elevator," says Raymond, a senior Communication student and former editor of *The Crimson* newspaper.

"We are now the School of Arts and Communication, the 'SAC'. I like saying the name, it's strong," she adds. "It makes us seem more legitimate in some way."

But this is more than just a name change.

"Being a school gives us more room to grow within the university," says Robert Taylor, Ph.D., head of the SAC and associate dean of the College of Psychology and Liberal Arts (CoPLA).

"We simply had outgrown our operations as a department, in regards to scope and size," he adds.

"A department tends to be more narrow in focus, in terms of curriculum. However, if you look at a school, we have more to offer and can further diversify our offerings in the future."

Most American research universities follow similar basic hierarchical structure of academic units: the university may house multiple colleges; each college, in turn, may house schools of specialized study; and the schools may contain a number of separate, focused departments.



From left, students Madelaine Elam, Hershlay Raymond and Duke Richardson review material in front of the SAC office on the sixth floor of the Crawford Building.

While the SAC is still a part of CoPLA within Florida Tech's structure, the new designation is definitely an upgrade.

Florida Tech's board of trustees approved the status change in the university's current strategic plan. But while the new designation became official in the summer of 2013, it has taken the last year or so for students, faculty, and the public to notice the difference.

"It took me a minute to realize what going from a department to a school actually means for this program," says Zachary Falone, a senior Communication student with an emphasis in Marketing.

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Save the Date: Spring 2015 Calendar of Events

Student Recital

featuring studio soloists and chamber ensembles
March 20 at 7 p.m.
Gleason Performing Arts Center

Returning Artist in Residence Christian Tamburr

featuring vocalist Charenee Wade
March 25 at 7 p.m.
Gleason Performing Arts Center

Florida Tech Concert Choir, Concert Band and String Orchestra

March 27 at 7 p.m.
Gleason Performing Arts Center

SAC Career Workshop Spring 2015 Series: The News Story

March 30 at 6:15 p.m.
Crawford 611 Lab
RSVP by March 25 to kmazo@fit.edu

Paris Artist in Residence Paul Anquez

featuring vocalist Isabel Sörlilng
April 2 at 7 p.m.
Gleason Performing Art Center

Panther Jazz Big Band Concert

April 20 at 7 p.m.
Gleason Performing Arts Center

SAC Career Workshop Spring 2015 Series: Social Media Professionalism

April 20 at 6:15 p.m.
Crawford 611 Lab
RSVP by April 15 to kmazo@fit.edu

Paris Artist in Residence Paul Anquez featuring Florida Tech Concert Choir, Concert Band and String Orchestra

April 24 at 7 p.m.
Gleason Performing Arts Center

Student Recital

featuring studio soloists and chamber ensembles
April 27 at 7 p.m.
Gleason Performing Arts Center

Jazz Syndicate Concert

April 29 at 7 p.m.
Denius Student Center, Hartley Room

Academic Calendar

April 3 Online registration for main campus
Fall Semester 2015 begins at 8 p.m.
April 29 Last day of classes
April 30 Study Day (no classes)
May 8 Spring Commencement Exercises

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

Natalie Dorfield	Ted Peterson
Brittany Lamb	Duke Richardson
Kelsey McMullan	

The Communicator

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FACULTY

Professors

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Gordon Patterson, Ph.D., History, *University of California-Los Angeles*
Lisa Perdigao, Ph.D., English, *Northeastern University*
Judith Strother, Ph.D., Applied Linguistics, *Eindhoven University of Technology*

Associate Professors

Gabriella Baika, Ph.D., French, *University of Pittsburgh*
Kevin Burke, Ph.D., Musicology, *University of Cincinnati*
Heidi Hatfield Edwards, Ph.D., Mass Communication, *University of Georgia*
John Lavelle, Ph.D., English, *University of Louisiana-Lafayette*
Robert Shearer, Ph.D., Philosophy, *Florida State University*
Youngju Sohn, Ph.D., Mass Communication, *University of Georgia*
Jamie Younkin, Ph.D., Music, *University of Toronto*
Wanfa Zhang, Ph.D., Political Science, *University of Alabama*

Assistant Professors

Melissa Crofton, Ph.D., Literature, *University of South Carolina*
Natalie Dorfeld, Ph.D., English/Composition & TESOL, *Indiana University of Pennsylvania*
Chris Frongillo, Ph.D., English Literature, *Vanderbilt University*
Sharon Irvin, M.A., English, *University of Wisconsin*
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Bill Leach, Ph.D., Texts and Technology, *University of Central Florida*
Debbie Lelekis, Ph.D., Literature, *University of Missouri*
JoAnn Parla-Palumbo, Ph.D., Applied Linguistics
State University of New York-Buffalo
Ted Petersen, Ph.D., Mass Communication, *University of Florida*
Matthew Ruane, Ph.D., Higher Education and Policy Studies, *University of Central Florida*
Alan Rosiene, Ph.D., English, *Northwestern University*
Angela Tenga, Ph.D., English, *Purdue University*

SCHOOL OF ARTS AND COMMUNICATION FACULTY AND STAFF 2014-2015

SCHOOL HEAD

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

Instructors

Penelope Bernard, M.S.
Annie Caza, M.Ed.
Elizabeth Dopira, M.M.
Michael Finnegan, Ph.D., Literature
Rolanda Hatcher-Gallop, M.S.
Keturah Mazo, M.A.
Anna Montoya, M.A.
Joy Patterson, M.A. and M.S.

Visiting Instructors

Ingrid Bradley
Amy Laakman

Adjunct Instructors

James Almasi	Aaron Houts	Susan Plumer
Douglas Bailey	Dan Jordan	Bonnie Klein Rhoden
Kathleen Bartlett	Michael Kahn	William Rogan
Dana Beattie	Karla Kennedy	Jillian Sedivy
Andrei Belyi	Kyle Knappenberger	Lucy Serody
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Zohra Fazal	Kelvin Nemes	Fontaine Wallace
Jason Griggs	Rosalia Petralia	Rebecca Weber
Ted Handel	Shirley Pickton	

Staff

Anushka Boyd, *Administrative Assistant II, Student Services*
Sara Torabi, *Administrative Assistant II, Faculty Services*
Margaret Moore, *Administrative Assistant*

From the Chair:

Education is Our Profession

So much has happened since the last issue of *The Communicator* hit the stands that it is hard to think of what to write about first!

Of course, the major news is that we are now the School of Arts and Communication (SAC), a status that is already presenting new opportunities for both faculty and students. Without doubt, our growing from the Humanities and Communication Department into the SAC is a major event in the history of our academic unit.

This new designation is recognition of our breadth, depth, and the major role we play in students' educational careers here at Florida Tech. When some people hear the term "SAC," they think of the U.S. Air Forces' old Strategic Air Command and its slogan, "Peace is Our Profession." I would like to think that the unofficial slogan of our School is "education is our profession."

In terms of infrastructure, the new School of Arts and Communication is making steady progress. Almost all SAC faculty are now housed in the Crawford Building, with a concentration on the fifth floor. This can only increase our visibility on campus. We also have now, for the first time, a conference room for meetings and student-related events. When its remodeling is finished, it will be something we all can be proud of.

Our roughly 80 full- and part-time faculty continue to shine as teachers and scholars in many different fields. In particular, Dr. Lisa Perdigo received the prestigious 2014 Florida Tech Faculty Senate Award for Excellence in Research, which is quite an accomplishment for an English literature scholar at a technical university.

Two faculty members, Lars Jones and Wanfa Zhang, attended the University of Hawaii's East-West Center for an institute on infusing Asian studies into our curriculum. And yours truly managed to take—and pass—the U.S. Army's Military History Instructor course offered at the Combat Studies Institute of the Command and General Staff College at Fort Leavenworth, Kansas.

In addition, new faculty have joined our ranks, bringing with them new ideas and making contributions with their teaching, scholarship, and service. Dr. Kevin Burke, at the helm as director of music programs, is already making plans to take the music program to the next level. Our Study Abroad sessions flourish, with the Netherlands/Communication program leading the way.



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

In May, joint operations with Continuing Education saw Professor Matt Ruane and I lead a World War II history tour of Western Europe. It was a great experience that I hope our students will have one day.

Germany's infamous Dachau concentration camp was one of the stops on the tour, and one of the most emotional historical sites I have ever visited. It is hard not to mourn at a place where tens of thousands died needlessly and Western Civilization reached its nadir. But the human spirit endures, and I came away more convinced than ever that what we do in liberal arts and communication is vital in a world driven by powerful forces of good and evil.

To see, explain, and communicate the human experience, to nurture that so rare creative spark, is what we do in all of our courses in one fashion or another. Being aware and sensitive to the issues humans faced, and continue to face, can only help us connect with what Abraham Lincoln called the "better angels of our nature." Our disciplines make students of all majors we touch better as leaders, citizens, and people.

Even in these unsettled times, what we do truly matters.

“This new designation is recognition of our breadth, depth, and the major role we play in students' educational careers here at Florida Tech.”

Robert A. Taylor

FACULTY EXCELLENCE IN RESEARCH AWARD WINNER CONTINUES MOMENTUM

By Kelsey McMullan, *The Communicator*

It's been a busy year for Lisa K. Perdigao, Ph.D., and she wouldn't have it any other way.

In addition to teaching courses in western civilization, American and British literature, film, and television, Perdigao kicked up her research in most of those subjects as well.

Within the last year, she penned 16 new essays on topics ranging from contemporary poetry to the Marvel Cinematic Universe.

Whew!

That's a lot of work for any professor to tackle in a mere 12 months, but not as surprising for Perdigao, who was promoted recently to full professor of English in the School of Arts and Communication. She received Florida Tech's Faculty Excellence in Research Award at last year's Honors Convocation.

Perdigao is the second person from SAC and the second woman in FIT history to win the award.

"I was incredibly shocked, surprised, and elated to have won ... It was an honor to be nominated by Drs. Taylor and Patterson and then to have received the recognition of the Faculty Excellence Committee," she says.



Lisa Perdigao is only the second person in the SAC—and the second woman in FIT history—to receive the Faculty Excellence in Research Award.

The award recognizes research in the past five years.

Perdigao's publications during this period include a monograph, 11 published essays, and a co-edited collection of essays. She presented 16 conference papers as well as organized and chaired nine panels at national conferences.

With her win, Perdigao has now received two of the university's three faculty excellence awards: the Excellence in Research Award and the Kerry Bruce Clark Award for Excellence in Teaching for the 2007–2008 school year.

In his presentation of the award at the Honors Convocation, Faculty Senate President Robert van Woesik pointed out the significance of a faculty member in the humanities winning the research award, commenting that Perdigao was able to excel as a researcher despite carrying a heavy teaching load. In 2013–2014, Perdigao taught eight courses, three of which were new additions to the program.

Perdigao's research focuses on the representation of death in literature, film and television. She is

known for her obsessions with Joss Whedon's "Buffy the Vampire Slayer," "Firefly," and "Serenity," and the works of Tim Burton.

"My interest in body theory took a morbid turn when I started looking at the representations of death, but I looked at them as examples of narrative strategies more so than macabre sites within the texts themselves," Perdigao says.

She has written on how bodies are represented and acted upon in the television series "Firefly" and "Fringe." She has also looked at how Christopher Nolan's films "Memento" and "Inception" represent patterns of incessant grief and mourning; in another paper, she explores how the television show "Glee" depicts the "art of letting go."

Her essays on the television shows "Once Upon a Time" and "Grimm" as well as the 2009 film "Coraline" examine ideas about reading and rewriting fairy tales. An essay co-authored with Angela Tenga, Ph.D., analyzes how the adaptation of "The Vampire Diaries" novels to television reflects doubling and hybridity, concepts that are central to the series.

"In the humanities, teaching and research go hand in hand," she says.

"Discussions with my students have inspired many of these projects, and I hope to continue to bring that work into the classroom."

TAYLOR AND RUANE'S OUTSTANDING EUROPEAN EXPERIENCE

By Kelsey McMullan, *The Communicator*

They may not have been Bill and Ted, but Robert Taylor, Ph.D., and Matthew Ruane, Ph.D., had an excellent adventure in Europe last summer.

So much so, they are already making plans for their next trip.

Coordinated through Florida's Tech Office of Continuing Education, the professors gave a guided tour of World War II sites and memorials in Europe. The trip kicked off in Paris and then traveled to Normandy, Holland and Belgium. The last three days of the trip were spent in Germany.

In all, the group explored such places as Napoleon's Tomb in Normandy, France; battleground sites where the film "A Bridge Too Far" was filmed in the Netherlands; the Siege of Bastogne and the Battle of the Bulge site in Belgium; and Hitler's mountain retreat, the Eagle's Nest in Germany.

"I expected it to be a lot of fun, but it really surpassed all of my expectations," Ruane says. "There was a lot of information and sightseeing. Almost all of the places we visited were the first time for me."

While he wasn't a fan of the long drive from Liege to Munich through the Black Forest on the Autobahn, he admits actually seeing the Eagle's Nest up close was exciting.

"I was honestly, remarkably ready to be freaked out by going up into the Alps to see the Eagle's Nest, and I was! The place was on top of a mountain at over 5,000 feet in height, almost 6,000 feet. I'll never forget that view!"

Taylor had dreamed of going to Paris since he was 11 years old, and the trip didn't disappoint. He was able to see firsthand several of the places he teaches about each semester.

"If I had to pick one thing, it would be Paris. It blew me away," he says. "I walked around for two days with my mouth open."

Ruane added that standing on the beaches at Normandy and getting a picture was the most memorable part for the entire group.

"It was one of those unifying moments, getting the group picture with the flag," he says. "It was the part I'll remember most."



Robert Taylor (far left, back row) and Matthew Ruane (far right, back row) led about a dozen participants through a guided tour of WWII sites and memorials in Europe.

SCHOOL OF ARTS AND COMMUNICATION TAKES FLIGHT

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"I always thought it would be pretty interesting studying Communication at a tech school, which is why I came here to Florida Tech. This type of program, at a school like this, kind of stands out," Falone says.

"I think we have a great program here, and hopefully, with the new School status, we'll get more recognition on and off campus," he says.

Heidi Hatfield Edwards, Ph.D., associate head of the SAC as well as associate professor and chair of the Communication Program, believes that recognition is already happening.

"I think that our essential mission has always been the same. But we have grown so much, and with that growth, we've seen a lot more visibility and developed a lot more programs that have impacted the campus as a whole," she says.

"A department tends to be more narrow in focus, in terms of curriculum. However, if you look at a school, we have more to offer and can further diversify our offerings in the future."

*Robert Taylor, Ph.D.
SAC Head and Associate Dean of CoPLA*

"We have always been more than a department. The name change is recognition of that."

She predicts the SAC will see more growth, coupled with a continued dedication and commitment to the core curriculum for the university.

Madelaine Elam believes the SAC can now create more opportunities of focused study for students.

"We can expand our focus into other cultures and all kinds of stuff," says Elam, a senior Humanities major with a concentration in Florida history.

"There are lots of things we can foster under our new name, we just have to explore what the world has to offer.

Taylor says the SAC has the unique distinction of being the only program at the university that touches every Florida Tech undergraduate student at some point in his or her matriculation, regardless of academic major.

"We provide all students with common experiences, regardless of their majors," he says. "That speaks volumes."

He recognizes that most folks outside of academia won't understand the differences that come with the new designation, but hopes they will eventually see and understand the change as future plans for the SAC become realized.

"Becoming a school strengthens our muscle, so to speak, in carrying out our mission of empowering students to join a world-class community of scholars in a variety of technical and professional fields," Taylor says.

Some of the benefits to being a School have already materialized, says Alan Rosiene, Ph.D., an assistant professor of English and Humanities and chair of the Arts program.

"One could make the claim that the new status makes it clearer what our role is within the College of Psychology and Liberal Arts," he muses.

"It has allowed us to play up some new things we do, in terms of the music program and fine arts components being added."

Taylor agrees and adds that the benefit to students is also being felt.

"We are responsible for a sizable chunk of the university core. We give students their writing sequence as well as their Humanities sequence, and teach them how to communicate," he says.

"We create creativity; we show them how to ponder issues of the human experience and take that to their technical courses.

"The No. 1 thing this does for us is tell folks that these types of majors are taught at Florida Tech and are available," Taylor says.

Duke Richardson thinks the new status is a more accurate reflection of the program being offered.

"We have such a quality program here. It's well established and solid, a place where the teachers get to know you as a person," says the Communication junior.

"Why not share that with the world?"

He says the opportunities the new status brings could be limitless.

"We can define what we really want our School to be, what we want to focus on. It can't get any better than that!"

GOODBYE KATE AND KELSEY! FAREWELL ... FOR NOW



From left, former SAC front office employees Kate Broderick and Kelsey McMullan.

In December 2014, the School of Arts and Communication bid farewell to two instrumental staff members and alumni who went on to further professional pursuits.

Kate Broderick, the student services coordinator for SAC's front office, left her position of five years in order to prepare for law school. In addition to working for the SAC, she also pursued her master's degree in global strategic communication, graduating during fall commencement last year.

"The SAC will always hold a special place in my heart. I have a special connection with the faculty and staff here, one that neither distance nor time can diminish," she said, adding that she plans to come back to campus as often as she can "because I consider this home."

Kelsey McMullan, who received her communication bachelor's degree from Florida Tech in 2013, came back to work in the front office last year as the special projects coordinator. Her duties included organizing student field trips as well as coordinating and marketing special SAC events.

In early December, she resigned to become a marketing and sales representative at Novel Engineering in Cocoa Beach.

"To graduate from Florida Tech, and then be given the opportunity to work here, is something that I will always cherish," McMullan said.

"Florida Tech provided me with the academic tools that helped me hone in on what I wanted to do professionally. I could not have done that without the professors and instructors in the SAC," she says.

"I will miss working with everyone in the department, but will take the memories of that experience with me wherever I go."



Making Moves: SAC Faculty News Roundup

Faculty Promotions

Congratulations to these deserving faculty members named to this year's promotion list:

- Dr. Lisa Perdigao to full Professor
- Dr. Gabriella Baika to Associate Professor
- Dr. Youngju "YJ" Sohn to Associate Professor
- Dr. Jamie Younkin to Associate Professor

Andrew Aberdeen

was promoted to full professor and elected vice president of the Florida Philosophical Association. He will serve as president of the Association throughout this year.



Additionally, Aberdeen published two articles in refereed journals: "In Defence of Virtue: The Legitimacy of Agent-Based Argument Appraisal" in *Informal Logic* 34(1), 2014, pp. 77–93; and "Beauty is Not Simplicity: An Analysis of Mathematicians' Proof Appraisals" with Matthew Inglis, in a forthcoming issue of *Philosophia Mathematica*.

He also led a workshop at the 15th Biennial Wake Forest University Argumentation Conference (Winston-Salem, NC, April 2014) and gave presentations at ISSA 2014: Eighth Conference of the International Society for the Study of Argumentation (University of Amsterdam, July 2014); Workshop on Argument Mining: Perspectives from Information Extraction, Information Retrieval and Computational Linguistics (University of Dundee, July 2014); and the Buffalo Annual Experimental Philosophy Conference (The University at Buffalo, September 2014).

Kathleen Bartlett authored two chapters in K. M. Stanney's (Ed.) *Handbook of Virtual Environments: Design, Implementation, and Applications*, 2nd ed., published in September: Bartlett, K., Nicholson, D., Nolan, M., and Kelly, B. (2014). "Modeling &

Simulation for Cultural Training: Past, Present, and Future Challenges"; and Kennedy, R. S., Kennedy, R. C., Kennedy, K. E., Wasula, C. & Bartlett, K. (2014). "Virtual Environments and Product Liability."

Kevin R. Burke published the article "Roleplaying Music History: Honing General Education Skills via 'Reacting to the Past'" in the *Journal of Music History Pedagogy*, vol. 5, no. 1, pp. 1-21. ISSN 2155-1099X (online).

Natalie Dorfeld recently published "The Walmartization of Higher Education: Congratulations! You Are Disposable" in *CEAMAGazine: Journal of the College English Association Middle Atlantic Group*. Her interviews on the contingent labor movement were cited in *Insider Higher Ed* and *The Chronicle of Higher Education*. Additionally, she presented "Let's Talk About Sex: Homosexuality in the Rust Belt" at the Other Words Literary Conference in November at Flagler College.

Heidi Hatfield Edwards

attended the Poynter Institute Seminar: "A New Journalism: Adding Basic Data, Visualization and Digital Storytelling to Journalism Courses" in 2014. She also was awarded a Page Legacy Grant from the Arthur W. Page Center for Integrity in Public Communication at Penn State for the project, "Corporations, causes, and consequences: How companies view their relationships with the causes they support."



In addition, she gave two presentations: Edwards, H.H. (2014, March) Facebook, Twitter, and Sina Weibo?: Infusing Asia into Mass Communication Courses. Presented as part of a panel at the Asian Studies Development Program Annual Conference, Houston, TX; and Edwards, H.H. (2014,

August). Communicating Ethical Corporate Social Responsibility: A Case Study. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Montreal, Canada.

Matthew Ruane

was promoted to assistant professor of humanities in January. He has served as an instructor in the School of Arts and Communication since August 2000, teaching such courses as Introduction to Western Civilization, Introduction to Mythology, History of Science and World War II in Film. In addition to his instructional duties, Ruane also spearheads the department's assessment and accreditation processes.



Fontaine Wallace edited the children's book *Music at the Watering Hole* by Michele Wallace Campanelli for young readers ages 3–7 which has just come out in print and in e-book form through Wee Press. The book delightfully introduces children to symphony instruments. It is available on Amazon. In addition, she also recently instructed a workshop, "Paragraph to Essay: Review of Thesis Statement and Coherency," for Florida Tech students in the Library Link room. The workshop, coordinated through FIT Academic Support, drew more than three dozen students.



Jamie Younkin hits a bluesy riff during a performance of the charity rock band, TWITCHY.



Soprano Samar Salamé during her debut performance at Florida Tech.

North American debut of renowned soprano Samar Salamé at FIT

Acclaimed soprano Samar Salamé's musical debut on this continent was sealed Sunday, Jan. 18, during an electrifying performance at the Gleason Performing Arts Center. Her performance featured an operatic repertoire by Handel, Mozart, Puccini and more, as well as popular standards by Bernstein, Gershwin, Weil, Webber and the Beatles.

She was accompanied on several songs by Florida Tech music program faculty members Eliza Healy Dopira and Kyle Knappenberger. Proceeds from the concert will support scholarships and instructional resources for the university's music program.

Faculty Recognized for TWITCHY Contributions

Andy Stanfield, Jamie Younkin and Alan Rosiene all received the 2014 President's Award for University Excellence for their outstanding service to the university in the charity rock band, TWITCHY.

The group rehearses regularly and without compensation to raise money for everything from scholarships to funds that support SAC's growing music program. The band has a working repertoire of over 100 songs, including several originals.

Rosiene plays piano; Stanfield plays electric bass and guitar; and Younkin plays trumpet, saxophone and percussion.

Music program director hitting all the right notes

By Ted Petersen
The Communicator

Florida Tech's music program was bursting at the seams—too many concerts, instruments and students, and not enough faculty and staff.

"All music programs require at least one person working on logistics and scheduling," said Eliza Dopira, an instructor of music at Florida Tech.

Music programs are complicated.

They have regular musical events, students from many different majors, lots of instruments, sound equipment and sheet music, and large numbers of adjunct faculty to teach lessons.

Enter Kevin Burke, Ph.D., an associate professor of music and director of music programs who was hired last summer to provide leadership to the budding program.

Burke earned his doctorate in musicology from the University of Cincinnati—a school that has 1,500 music students alone. His first academic position was at Franklin College in Indiana, a liberal arts college that has about 1,000 students total.

That shift prepared him well for Florida Tech.

"When you're at a small program, you wear a lot of hats," he said.

Burke, who lives in Indialantic with his wife, Emily, and sons Matthew and Jonathan, said his goal for the music program and minor is to

"I'd like to get international students involved in sharing musical styles and traditions from their countries."

*Kevin Burke, Ph.D.
Director of Music Programs*

steadily increase enrollment numbers.

Last fall, about 110 students enrolled in music classes; Burke said he'd like to see about 150 per semester in two years.

He said the key to accomplishing this is to offer classes more students want to take.



Kevin Burke fiddles with a ukulele while talking about music—his favorite subject—in his office.

For example, he's teaching a humanities freshman seminar on world music this semester where, among other things, the students will form a panpipe ensemble.

"If you can play a Coke bottle, you can play a panpipe," he said.

The program recently approved a group guitar class, where beginning guitar players can learn guitar in a structured course and even use the flat-rate tuition.

Burke sees three areas where the Florida Tech music program can flourish. The first is to embrace Florida Tech's international flair.

"I'd like to get international students involved in sharing musical styles and traditions from their countries," he said.

The second is to focus on music technology, potentially partnering with the communication program, WFIT or some of the engineering programs on campus.

The third is to explore music therapy, whether in partnership with The Scott Center for Autism Treatment or with local veterans' groups, to help veterans cope with posttraumatic stress disorder.

Burke earned a Fulbright grant during his doctoral work to study German opera.

"What I wanted to do was challenge the narrative that's in the textbook where Mozart's

'Magic Flute' led to Carl Maria von Weber's 'Der Freischutz' and Richard Wagner," he said.

"There's kind of a linear goal-oriented, teleological narrative, and I wanted to see what's really going on."

To study that, he spent about 10 months studying at Bavarian State Library in Munich, combing newspapers, political magazines and other popular presses for reviews of operas.

He found that the story of a march toward Wagnerian style as the German national style was much more fragmented than most textbooks describe.

At Florida Tech, Dopira said she has noticed Burke's efforts.

"We're really trying to take the focus back to the students, to make sure they are getting the opportunities to interact with professionals just as you would at a music school," she said.

The Music Program at Florida Tech enhances the cultural and educational experiences of students in all disciplines. Follow us:



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HERSHLAY RAYMOND CREDITS SAC PROFESSORS WITH ACADEMIC SUCCESS

By Duke Richardson
Special to The Communicator

Ask Hershlay Raymond what she'll miss most about Florida Tech when she graduates this spring, and don't be surprised when she names buffalo chicken wraps.

But while the wraps from Panther Dining rate high on her list, the instructors within the School of Arts and Communication garner the top spot.

"What I love most about Florida Tech are the dedicated professors in our department who are dead set on seeing students succeed," says Raymond, a business/marketing communication major.

The Clermont, Florida, native entered Florida Tech in fall 2011. She has been making an impact on her classmates ever since.



Hershlay Raymond

"Hershlay is a joy to interact with," says Alex Coultrup, a fellow communication major. "Her snappy sense of humor comes from how realistic and down-to-Earth she is."

These traits come in handy when Raymond is writing about an event or editorial for the campus' student-run newspaper, *The Crimson*.

"I think Hershlay has a good eye for journalism in her ability to see and emphasize the most important truths in complex situations," says Coultrup, who currently serves as the Campus Life editor of the newspaper.

Raymond has been a writer on *The Crimson* staff since 2011 and served as editor-in-chief from fall 2013 to fall 2014. She has wanted to be a journalist since age 13, when she saw actor Robert Redford roll up his long, white shirt sleeves in the movie, "All the President's Men".

In addition to excelling in the classroom, Raymond also works for the University Marketing office, is an active member of Gamma Phi Beta sorority and serves as a Greek Week administrator for the university.

Having accomplished so much during her four short years at Florida Tech, it only makes sense that Raymond is ready to move on to bigger and brighter things.

"I would like to ideally work in PR doing crisis communications for a large company," she says.

"I've been interviewing, so wish me luck."

Annie Caza causes commotion when she's in motion

By Natalie Dorfeld
The Communicator

By day, she's a mild mannered ESL instructor. Her classroom is often filled with laughter and timely examples, qualities that make her very popular amongst her students.

By night, or rather the early morning hours when most of us are still counting sheep, she can be found running across the Melbourne Causeway with her beloved Olive, an energetic Dalmatian puppy.

As a shining example of a modern day Renaissance woman, one can safely say Annie Caza is multifaceted individual who can seemingly do it all with ease.

She began her running career in 1985 after graduate studies.

Caza stated she did not have time to commit to a team sport any longer, but because running was cheap and convenient, she decided to give it a shot.

The initial process was a learning curve, as she could barely run a full mile, but she soon began training with a running club and increased her mileage. In no time, she ran her very first marathon in 3:30, an impressive time by any standards.

Today, almost 30 years later, she can still be found on the podium at any given race in Brevard County, where she has found a second family with her friends in the local athletic community.

Besides obvious cardiovascular benefits of running, she has found the sport to be very beneficial to her academic career.

Of her early morning jaunts, she said, "When a fellow running friend suggested I run at 5 a.m., I thought she was crazy, but I started doing it.

"It soon became my favorite time of the day," Caza added.

"On my runs, I would plan all my papers and the time I could allot for each one of them. It gave me clarity for the rest of the day."

Another added benefit? Happiness!

Because she often maps out lesson plans in her head, she comes to work focused, healthy, and energized. In that sense, she feels very connected to her students, who are mostly in their early twenties.

Her coach, Elizabeth Ring, described Caza as pouring drive and determination into everything she does.

"Annie strives for perfection, and it shines with her results," Ring said.

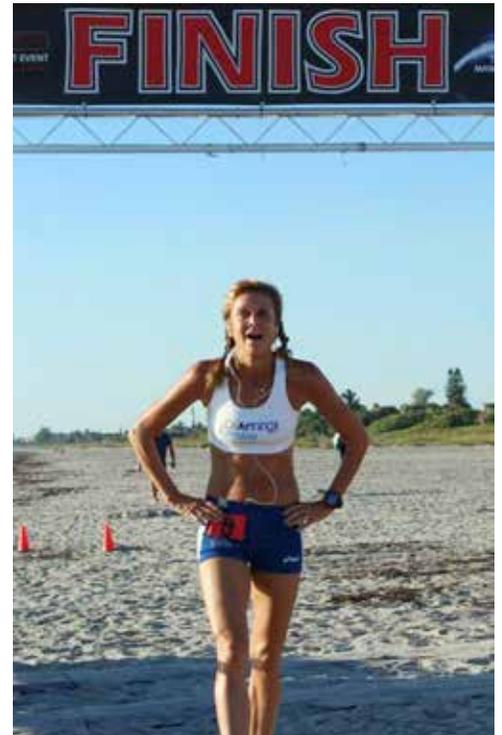
"She is very outgoing and supportive of her friends and teammates, and yet, she can internalize her self-awareness, as I have observed during her yoga practice and just in everyday living.

"I am proud to call her my friend."

As a positive role model inside the classroom and on the track, Caza encourages her students to be tenacious.

"Learning the English language, just like running or anything new, will be disheartening at first. It seems overwhelming, which makes it very easy to give up," she said. "However, with encouragement and practice, anyone can and will improve.

"It is this thirst for knowledge, along with constantly setting new goals, that keeps us all young at heart."



Annie Caza has crossed many finish lines while pursuing her passion as a competitive runner.



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QUESTIONS?

Dr. Judith B. Strother, Chair, Graduate Programs in Communication, School of Arts and Communication
(321) 674-7358 | strother@ft.edu | Crawford Building, Room 600

Shannon Strahan stays grounded in her roots as career soars

By Rolanda Hatcher-Gallop
The Communicator

It's a simple gold band, really; one that Leonard Redman gave his wife, Geraldine, on Valentine's Day in 1991.

Their granddaughter, Shannon Redman Strahan, now wears it as a reminder of the loving grandparents who were such an integral part of her childhood.

"This ring is significant because my grandparents spent their entire lives in Flint, Michigan.

"They were good, hard-working folks who loved their family, but never got to travel outside of Flint. Their whole world was their tiny, matchbox home," says Strahan, who frequently flies around the country in her job as a nuclear project manager in organizational development/change management for Florida Power & Light (FPL).

Although her grandparents passed away in 2008, within six months of each other, Strahan believes they both would have been proud to see her walk across the stage in the Gleason Performing Arts Center last December as she received her Master of Science in Global Strategic Communication.

Strahan began her M.S. journey in January 2009 and completed all of her course work within two years under the guidance of Judy Strother, Ph.D., chair of the communication graduate program.

Then life interrupted.

"Shannon's project dealt with the kind of issues that so many corporations face—how does a company improve worker efficiency and have appropriate metrics in place to measure that improvement?"

*Judy Strother, Ph.D.
Chair, Communication Graduate Program*

"I moved from Palm Bay back to my hometown (Tequesta, Florida), got hired at FPL, got married, became a full-time stepmother and received several promotions," she says.

It then dawned on her that if she didn't finish her design project soon, she could lose her ability to graduate.

"So, in all, I took about a three-year sabbatical from grad school before picking my design project back up in January 2014," Strahan says.

She is now waiting to learn if she gets published in the proceedings for the 2015 IPCC Conference

based off of her design project, "Methodically Designed Internal Communication Plans to Support Employee Execution Against Strategic Initiatives."

Strother recommended Strahan submit the project.

"Shannon's project dealt with the kind of issues that so many corporations face—how does a company improve worker efficiency and have appropriate metrics in place to measure that improvement?," Strother explains.

"Since Shannon is working within the framework of an energy-producing company that has a variety of power plants, including nuclear, safety is an overriding priority.

"Communicating the changes and metrics to the employees while maintaining a safety culture is a challenge that Shannon dealt with very skillfully," she adds.

Strahan says the knowledge and skills she acquired from her graduate courses helped put her on the career fast track.

"Before my current role in FPL's nuclear division, I worked in the marketing and communication department, so the Technical Editing course helped me to pass the writing test in order to be hired as a full-time employee in the first place ... thank you Technical Editing!" she says.

The Visual and Graphic Communication class was also very helpful in teaching Strahan how to produce work products in Adobe Photoshop and InDesign.

"That class helped me be an asset to the team, because only a few people really knew how to use the programs outside of the company's design studio.

"In my current role, where I support the organizational effectiveness of our five nuclear plants across the county, Dr. Strother's course based on her book, *Service Leadership*, is the most helpful," Strahan adds.



Shannon Redman Strahan smiles during graduation ceremonies.

Strother notes that as a student, "Shannon's eagerness to learn and diligence in carrying out every assignment was evident in every class she took.

"The quality of her work was always outstanding. These are key characteristics for any employer," she says.

Strahan's supervisor at FPL agrees.

"By applying the practical skills and solutions gained from graduating with a Master of Science in Global Strategic Communication from FIT, Shannon Strahan has been instrumental in developing strategies and shaping the direction of a newly formed organizational development team within the nuclear power industry," says Deb Pool, lead project manager.

"Shannon has applied a number of innovative ideas and concepts, while demonstrating an uncanny ability to analyze organizational issues and recommend strategic solutions to improve performance."

Strahan is the youngest and most educated employee among her peers on her current team.

"Looking ahead, having my master's degree will help keep me competitive among those who become leaders within the company down the road," she says, adding that her future aspirations broaden into consulting and possibly teaching.

"I look up to Dr. Strother as a model of my future self—world traveler, well published, consultant to global corporations, etc.," she says while twisting her grandmother's ring.

"And this ring will go wherever I do."



SAC Alumni News Roundup

- **Chris Bonanno**, Fall 2012 (M.S.), is a staff writer with Florida Today in Melbourne.
- **Drew Lacy**, Spring 2014, is an email marketing specialist at Abrams Learning Trends, Austin Texas.
- **Ashley Kalita**, Fall 2013, is an internal communications specialist at Embraer US.
- **Allison Glunt**, Spring 2010, recently received her master's degree in civil engineering and is now a PE Trainee at Florida Department of Transportation, Deerfield Beach, Florida.
- **Brooke (Fisher) Hambricht**, Spring 2012, married Brett Hambricht on Dec. 23, 2014. They are now expecting a daughter. Brooke is a membership marketing and event coordinator at Specialty Equipment Market Association (SEMA).
- **Angie Lassman**, (Minor in Communication), Fall 2012, is a weekend meteorologist/reporter at FOX 26 KNPN in St. Joseph, Missouri.
- **Eric Savage**, Spring 2014 (M.S.), is a vacation services coordinator at Starwood Vacation Ownership.

THE WRITERS' DEN PEER TUTORING PROGRAM HEATS UP

By Brittney Lamb, *For The Communicator*

What skill is not only incorporated in every educational study, but also in every professional environment? The answer is writing!

Writing is not just the act of forming letters and words into sentences on paper. It is an art form that includes structure, meaningful content and purpose.

Many students, however, do not view writing in this way.

The Writers' Den aims to change that.

Housed under the auspices of the School of Arts and Communication, the Writers' Den is a student volunteer-based, peer-editing service offered to all Florida Tech students who want help with brainstorming, sentence structure, MLA/APA format, grammatical errors, proofreading and many other aspects of writing.

A faculty member supervises each session for quality assistance.

Joy Patterson, an English instructor in the SAC, is the driving force behind this service.

“We have needed this for a long time.”

*Joy Patterson,
English instructor*



Before joining the Florida Tech faculty in Fall 2013, Patterson taught at Melbourne Central Catholic High School. There, a writing service was under way for a year, but it was hard for students to find time to visit it and for faculty members to volunteer hours.

Most universities offer a writing service that is separate from course tutoring, since writing is a required skill for every student, no matter their major.

While Florida Tech offered students help in the Academic Support Center, the university did not have a center devoted exclusively to student writing skills. It was the perfect opportunity for Patterson to bring her vision to life.

The Writers' Den opened in September 2013 with incredible help from Brooke Wheeler who, at one time, headed up the Thompson Writing Program at Duke University.

“She was a great resource,” says Patterson.

At first, tutoring was offered on the third floor of the library, where the athletes logged study hours. By the following spring, the center had serviced nearly 30 students, 10 of whom returned for additional tutoring. Research by Patterson, with the help of tutor Brittney Lamb, found that grammar, especially subject/verb agreements, word choice and comma usage, were the most common mistakes for students.

Since then, the Writers' Den has been going full throttle, forging ahead on its mission to offer students the chance to learn and hone their skills.

The center now offers work-study positions for peer tutors and provides tutoring sessions in the library as well as in Room 311A on the third floor of the Crawford Building.

By offering unlimited writing help to all majors, the Writers' Den strives to inspire a positive shift in student attitudes toward writing. Each tutoring session will influence this goal by giving individual attention to the specific needs of students who choose to benefit from this free service.

April Vivino, a junior international business and prelaw student, says she likes tutoring her peers.



“I personally enjoy writing, and I hope I can share that enjoyment with other students,” she says.

The Writers' Den website can be accessed at <http://cpla.fit.edu/sac/writers-guide>, where students will find a calendar of tutor availability as well as short introductions to the tutors themselves.

An appointment can be made in advance, but walk-ins are always accepted.

Natalie Dorfeld, an assistant professor of English who volunteers with the program, is already seeing its impact on those who take advantage of the opportunity to improve their writing skills.

“There is a definite need for a writing center with such a diversified student body,” she says.

Patterson is excited and extremely optimistic about the growth of the Writers' Den, especially its potential impact on students and their writing skills.

“The faculty has been really supportive, and I thank them all for their assistance,” she says. “We have needed this for a long time.”

Connect

The Communicator wants to help you share your success! Moving? Received a promotion? Have an "addition to the family?" Received a volunteer award? Retired? We want to spread the word! Please fill out the form below and return it to the SAC Office, or email your info to Rolanda Hatcher-Gallop at rgallop@fit.edu. Also, be sure to include your address update so we can keep you informed about the latest news, events and benefit programs within the School of Arts and Communication.

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