

# The COMMUNICATOR

The newsletter of the School of Arts and Communication

Spring 2016

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Assistant professor Ted Petersen, Ph.D., teaches his journalism students how to update online media stories.

## COM Program Experiencing Exciting 'Watershed' Year

By Rolanda Hatcher-Gallop, *The Communicator*

The 2015–2016 academic year will go down as a transformative one for the communication program, from the development of two new undergraduate degree tracks to the department's first-ever scholarship endowment.

"We have seen so many changes occur in the COM program within recent months, all very positive and very exciting. It has truly been a watershed year for the program," said Robert Taylor, Ph.D., head of the School of Arts and Communication (SAC) and associate dean of the College of Psychology and Liberal Arts (CoPLA).

Heidi Hatfield Edwards, Ph.D., associate head of the SAC and communication programs chair, agreed and said many of the new developments are the result of the program's growth over the last five or six years.

For instance, two new undergraduate degree programs will roll out in the fall: one in multi-platform journalism and the other in strategic

*continued on page 6*



**Florida Institute  
of Technology**

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# Save the Date: Spring/Summer 2016 Calendar of Events

**Florida Tech and Eastern Florida State College Student Ensembles present "Bravo! An Evening of Opera Favorites"**  
Featuring soloists Alice Lestang, Eliza Dopira, and Kyle Knappenberger  
Conducted by Dr. Robert Lamb  
April 19 at 7 p.m.  
Gleason Performing Arts Center

**Panther Jazz Big Band: "A New York State of Mind"**  
April 22 at 7 p.m.  
Gleason Performing Arts Center

**Student Recital**  
Featuring studio soloists and chamber groups  
April 25 at 7 p.m.  
Gleason Performing Arts Center

**Jazz Syndicate Spring Concert**  
April 27 at 7 p.m.  
Denius Student Center, Hartley Room

**Kenny Peden Recital**  
May 5 at 4 p.m. | All Faiths Center

**Study Abroad Netherlands 2016**  
June 3–17 | Technical University of Eindhoven

**2016 School of Rock Band Camp**  
July 11–15, 9 a.m. to 4 p.m.  
CONCERT: July 15 at 7 p.m.  
Gleason Performing Arts Center

**American Studies Institute**  
July 3–23 | Melbourne Campus

<b>Academic Calendar</b>	
April 25	Last day to successfully complete graduate-level defense and examination for Spring 2016 commencement
April 27	Last day of classes
April 28–29	Study Day (no classes)
May 2–6	Final Exams
May 7	Spring Commencement Exercises
May 30	Memorial Day (university closed)

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

Lola Barbour, Anushka Boyd, Rebekah Duntz, Debbie Lelekis, Sara Torabi

## The Communicator

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### FACULTY Professors

Andrew Aberdein, Ph.D., Logic and Metaphysics, *University of St. Andrews*  
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*  
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*  
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*  
Lars R. Jones, Ph.D., Art History, *Harvard University*  
Bill Leach, Ph.D., Texts and Technology, *University of Central Florida*  
Debbie Lelekis, Ph.D., Literature, *University of Missouri*  
Moti Mizrahi, Ph.D., Philosophy, *The Graduate Center, City University of New York*  
JoAnn Parla-Palumbo, Ph.D., Applied Linguistics, *State University of New York-Buffalo*  
Ted Petersen, Ph.D., Mass Communication, *University of Florida*  
Alan Rosiene, Ph.D., English, *Northwestern University*  
Matthew Ruane, Ph.D., Higher Education and Policy Studies, *University of Central Florida*  
Angela Tenga, Ph.D., English, *Purdue University*  
Dzmitry Yuran, Ph.D., Communication and Information, *University of Tennessee, Knoxville*

## SCHOOL OF ARTS AND COMMUNICATION FACULTY AND STAFF 2015–2016

### SCHOOL HEAD

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

### Visiting Assistant Professor

Jacob Ivey, Ph.D., History, *West Virginia University*

### Instructors

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, M.S.  
Amy Laakman, M.S.  
Alexandra Soya, M.A.

### Adjunct Instructors

John Almasi	Mariana	Shirley Pickton
Christina Apelgren	Garcia Godoy-	William Rogan
Douglas Bailey	Cervantes	Lucy Serody
Dana Beattie	George Grover	Anne Smith
Andrei Belyi	Michael Kahn	Andy Stanfield
Ashley Carnifax	Kyle	Carol Tillemans
Erik Cole	Knappenberger	Charles Van Riper
Kyle Creedon	Julianne Mallak	Fontaine Wallace
	Pervin Muradov	
	Kelvin Nelmes	

### Staff

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

**From the Chair:**

# Saluting the Work of a Longtime Member of the SAC Family

Welcome to another issue of *The Communicator*.

Here, you can read about all of the exciting and innovative things our faculty, staff, students and alumni are doing, and thus catch up on your School of Arts and Communication family. Yes, I view us as a family, with every member contributing their own uniqueness to our school.

With this issue, I must highlight the accomplishments of someone whose tireless work over the last few decades has contributed to the growth of the SAC family in general, and the communication graduate program in particular.

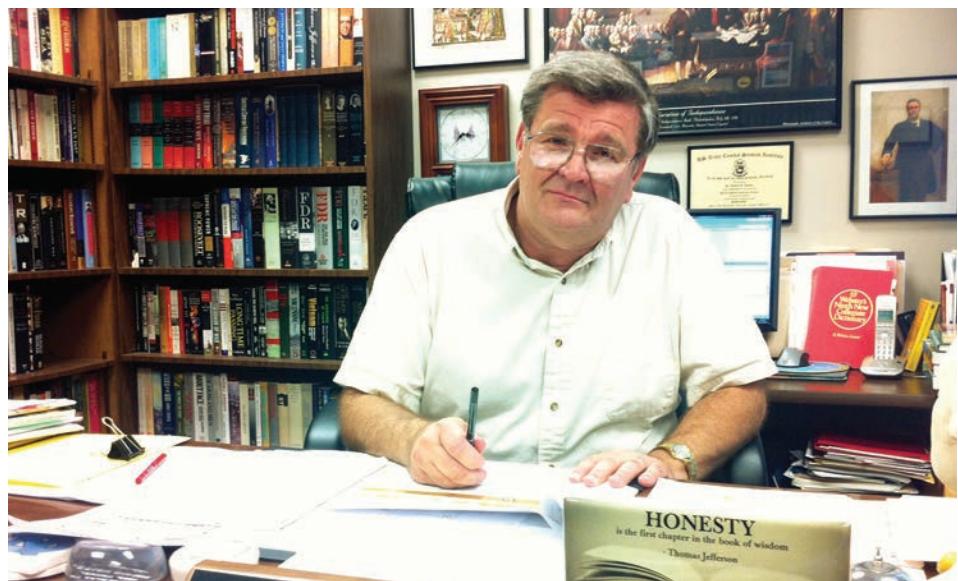
In December, Judith Strother, Ph.D., announced that she would be retiring this summer. Dr. Strother is a very energetic and engaging teacher and scholar, and has been a dedicated member of the SAC and Florida Tech for 40 years.

In the area of teaching, Dr. Strother has consistently ranked as one of the school's most effective and popular professors. Her courses range from COM 2223 Science and Technical Communication to graduate courses on global communication. She also directs a couple of senior design projects, works with several councils and community organizations, and is an integral part of our Study Abroad Netherlands program.

For a quarter of a century, she has served as the chair of the communication graduate program, and thus guided scores of students to completion of their Master of Science degrees. She stepped down from the position last fall but continues to be a guiding force for the program.

In spite of the demands of teaching, Dr. Strother maintains a busy schedule of scholarship and global conference participation. She has clearly established an international reputation for the caliber of her published books, articles and conference presentations.

Dr. Strother has shone in the area of service to her college and others on campus. Her work with the College of Engineering to prepare for ABET reviews has been of vital importance to the university. Also, her efforts in directing the



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

communication editing service has helped generations of faculty polish publications before submission to respective journals.

To conclude, Dr. Strother is a dedicated teacher, a serious scholar and an able professional. She is also very congenial and easily approachable. As her full-time teaching career ends, I know without a doubt that she will continue to be a driving force in academia.

Thank you, Dr. Strother, for all of the time, energy, talent and love that you've poured into our school and this university over the last 40 years.

You are, and will always be, a beloved member of our family.

“Dr. Strother is a dedicated teacher, a serious scholar and an able professional. As her full-time teaching career ends, I know without a doubt that she will continue to be a driving force in academia.”

## Congratulations Fall 2015 Graduates

These students graduated from the School of Arts and Communication in December.

Master of Science in Global Strategic Communication:  
**Arwa Mohammed Abulaban, Razaz Banoun, Brooke Tayler Hambright, Qian Li**

Master of Science in Technical and Professional Communication:  
**Lisa Anne Gill and Kimberly D. Schaefer**

Bachelor of Science in Communication:  
**William Grimaldi, Malia Moon Moran (*cum laude*), Saquesha J. Wilson**

Bachelor of Arts in Humanities: **Granneca R. Smith**

# Fall Ushers in New Course, Minor For Humanities Program

By Rolanda Hatcher-Gallop, *The Communicator*

The recent outbreak of a mosquito-transmitted virus blamed for thousands of birth defects has been front-page news for months.

Now, Florida Tech students wanting a more global perspective on the impact of major maladies like the Zika virus can register for a new 4000-level special topics course on the subject.

**Environment, Pathogens, and History: Disease Ecology in an Era of Globalization** will be taught this fall by School of Arts and Communication (SAC) professor Gordon Patterson, Ph.D., a specialist in environmental history who also is one of the leading experts on mosquitoes and mosquito-borne illnesses.

The course is one of several new offerings in the humanities program coming this fall, according to Lisa Perdigao, Ph.D., program chair.

"In the past year, we have refined and expanded the humanities program," she said, adding that program faculty are building on support and opportunities created by Robert Taylor, Ph.D., head of the SAC and associate dean of the College of Psychology and Liberal Arts (CoPLA).

One major development for fall 2016 is the addition of a literature minor.

"The literature minor reflects the depth and range of the faculty and course offerings," Perdigao said.

"We have nine faculty members teaching courses in the discipline, and the minor is based on existing course offerings, with the addition of a new upper-level course, Literary Theory.

"Students pursuing this minor will be exposed to different genres and forms—ranging from traditional to contemporary works in literature, media, film and television. The courses will introduce students to literary, cultural and historical contexts," Perdigao said.

history; and Judge George Maxwell, an adjunct professor of law.

The program's capstone project sequence has also been refined.

**"It all boils down to providing the means to make certain that all FIT students have the chance to learn and grow from our courses."**

*Robert Taylor, Ph.D.*

The literature minor will complement the other five minors currently offered in the SAC: History, Prelaw, Communication, Textiles and Music.

Perdigao said the overall goal of these minors is to draw from the population of students committed to other majors but who are also interested in the humanities.

"A humanities minor is an attractive option for students entering graduate school and beginning their careers," she said.

For instance, humanities and communication minors demonstrate skills in critical thinking as well as oral and written communication that are required in a wide range of disciplines.

In addition to the new course and minor, the humanities program also added three faculty members this school year: Moti Mizrahi, Ph.D., an assistant professor of philosophy; Jacob Ivey, Ph.D., a visiting assistant professor of

Humanities students are required to complete their projects in their senior year.

Perdigao said the current model of capstone involves a colloquium of faculty members and students that meets weekly to discuss the students' research and writing.

"With the addition of junior-level courses (Intro to the Humanities and Junior Seminar in the Humanities), we have been able to introduce research methodologies earlier in the program and allow students more time to work on their theses in senior year," she said.

Taylor said the new developments in the humanities program are positive initiatives that linked to one mission.

"It all boils down to providing the means to make certain that all FIT students have the chance to learn and grow from our courses," he said.

## SAC, EVANS LIBRARY CELEBRATE AFRICAN-AMERICAN VOICES

By Rolanda Hatcher-Gallop,  
*The Communicator*

SAC faculty and students joined with local residents to celebrate African-American accomplishments in literature and music at the inaugural event, "Celebrating the Journey: An African American Read-In" on Feb. 12.

"I think hosting this type of an event shows FIT's continued efforts to see diversity as something to be celebrated and innovated," said Shantel Hanna, a communication junior who read a piece by noted poet, Nikki Giovanni.

Co-sponsored by Evans Library and the SAC, the event drew more than 90 people.

COM students Ebubechukwu Uboshi (top left) and Shantel Hanna (far right) participated in the Read-In. HUM professor Debbie Lelekis was also a reader.



## ENVIRONMENTAL LITERATURE CLASS GOES GAGA OVER EXOTIC ANIMALS

Staff Reports

Things were hopping in Skurla Hall on Feb. 26, and it wasn't the students!

That's because HUM assistant professor Natalie Dorfeld, Ph.D., invited Michelle Wallenstein to her Environmental Literature class, and she brought a few friends.

Wallenstein, an exotic animal handler with Extreme Animals of Florida, visited the class as part of a discussion on the preservation of wild animals and their habitats.

Students got to experience hands-on wildlife encounters as well as learn about conservation.

Even ESL instructor Annie Caza dropped by to get in on the action.

"I cannot believe I get paid to cuddle cute animals," she gushed afterwards.

"Best day, ever!"

*Students and faculty enjoy holding animals from Extreme Animals of Florida during class visit.*



## Soul Surfer Bradley Brings Zest for Life to Classroom

By Sara Torabi, *The Communicator*

Whether it is in her profession or her active lifestyle, Ingrid Bradley has always been a force to be reckoned with.

This passion can best be seen in her various interests, many of which she picked up at a very young age.

When she was just 11 years old, Bradley decided she wanted to take up surfing.

"My mom was a sun worshiper, so she would load us in the car and go to the beach. She would lather herself in bathing oil and just bake," explained Bradley, who teaches communication courses as a visiting instructor.

"She got my brothers surfboards. They would be out surfing, and I'd be sitting on the beach with the baby-oiled mom who'd be reading novel after romantic novel; none of which was of any interest to me."

"So I decided to ask for a surfboard."

The rest is history. Bradley continued to surf on a college team and, later on, joined an Air Force surf team as well.

"I did competitive surfing in college, but I was careful not to take the fun out of it. For me, surfing was more than a competitive sport. It was a way of life, a culture."

Bradley has surfed in many different locations over the years, naming the islands of Tobago and Hawaii as two of her favorite surfing destinations.

"Wherever you go, there is the soul surfer culture. Soul surfers are under the radar, you could never guess that we are surfers," Bradley said. "We just like being out on the water and connecting with other surfers."



*Visiting COM instructor Ingrid Bradley enjoys sailing and surfing when she's not teaching.*

As a senior surfer, Bradley enjoys helping younger surfers get out on the water. Recently, she began working with the Florida Tech surf team and plans to take the group's female surfers under her wing.

"I think we have an obligation as senior surfers to mentor the younger generation. There are some solid principles and behaviors in the surfing life, and I like to think that we can be a good motivator for the younger surfers out there," Bradley said.

"The people I surf with are in their 50s, 60s and 70s, and they are out there on the water doing amazing things," she added. "That's something positive that the youth can see and be inspired by."

"Even if my group is out surfing and we see a new surfer making some mistakes, we go over and give them some tips, we want to teach them. The surfing culture is like a cycle. It means constantly helping and teaching one another."

This nurturing and mentoring mentality can also be seen off the water in Bradley's classes.

"Professor Bradley has got a composed and high-energy personality," said Katheryn Ford, a sophomore in the communication program.

"She's engaging and knows exactly how to work with several learning styles. She's interested in us even after the class is over. She truly cares about her students much more than just a textbook grade," Ford added.

Bradley said she has always learned just as much as she teaches.

"My students bring as much to me as I, perhaps, bring to them. The fact that they come as an open vessel, open for discovery, is exciting for me," she said.

"It's about helping them find the treasures within them," Bradley added.

"I want them to find a voice on paper, and it's so exciting for me to be able to share what I find to be a beauty of human expression. Whether it's in the classroom or on the water, they bring such liveliness and life."

Prior to teaching at Florida Tech, Bradley also served as a public affairs officer in the U. S. Air Force, with her last assignment as director of public affairs for Patrick Air Force Base and Cape Canaveral Air Station. Following her military career, she was the associate vice president of marketing and communications at Eastern Florida State College.

"What Professor Bradley brings to the School of Arts and Communication (SAC) is a zest for teaching and her students. She has great energy in everything she does, and it's just very contagious," said Robert Taylor, Ph.D., head of the SAC and associate dean of the College of Psychology and Liberal Arts (CoPLA).

Although she maintains a busy schedule, Bradley is not just a professor and surfer.

In fact, she partakes in a plethora of activities, including painting, professional photography and professional sailing, a sport she began at the age of 14.

Since then, Bradley has participated in multiple sailing competitions, racing every month.

"I just love taking my Hobie out on the water and watching the sunset. Just being out with nature, it just doesn't get any better than that," Bradley said.

## COMMUNICATION PROGRAM EXPERIENCING 'WATERSHED' YEAR

continued from page 1

communication. Both are designed to enhance students' hands-on experience, research capabilities and professional skillsets within each curriculum.

"The changes are in response to what we've seen as a need for better definition for the communication degree to meet student needs," said Edwards, a scholar recently promoted to full professor in the program.

The moves in administration, academia and program direction are meant to deepen the SAC's roots as it continues to offer students—both graduates and undergraduates—more opportunities to explore the fast-changing world and marketplace of communication.

"Strategic communication is a good fit for students who want to go into public relations, public information, government relations, campaign planning and multiple other areas that require thoughtful approaches to communicating to the public," said Edwards, who helped to develop the new programs' curricula along with communication faculty members. The main committee included YJ Sohn, Ted Petersen and Dzmitry Yuran, but it was a larger group effort.

"The communication faculty as a whole worked on it. This was definitely a collaborative effort," Edwards said.

"Multiplatform journalism is a good fit for students who want to enter the journalism field, publishing or working for institutions in which storytelling through multimedia platforms is a priority," she added.

Petersen, Ph.D., is excited about the changes and the direction the program continues to move in as it serves its 40 undergraduate majors.

"Our program has typically been pretty hands-on, where students design real material and report on real stories. But I think the new programs will be even more so," said Petersen, an assistant professor who is also the faculty advisor to the *Florida Tech Crimson* student-run newspaper.

Students arriving in the fall will be able to find new courses teaching video production, audio storytelling, media law and ethics along with course work involving online journalism and reporting.

"These classes will challenge students to learn the technology necessary to tell stories, but also help them build their portfolios because they will be producing material," Petersen added.

The end result will be more students graduating with the professional skills, knowledge and experience needed to step confidently into a dynamic, and competitive, career field.

Communication majors like Lauren Suarez are eager to dive into the new courses.

"Video production sounds like fun, but I also know that taking a course like that will give me a skill that is extremely marketable right now," said Suarez, a junior from West Palm Beach.

"I think it's great how our program is expanding to include more options in the courses we can take for the career paths we're choosing," she said.

"Florida Tech may be considered a small school, when compared to other universities, and the communication program may be small, but we are doing big things around here," Suarez added.

"These changes will make our school and our program more competitive."

### A generous gift

In addition to the new degree programs, the SAC now has its first-ever scholarship endowment, thanks to 1995 communication graduate Svafa Grönfeldt.

Established in February, Taylor said the Grönfeldt-Strother Scholarship offers another way for the communication program to broaden its growing academic impact.

Grönfeldt, who earned her master's degree in the program before going on to gain a doctorate from the London School of Economics, said the scholarship reflects a small token of her immense gratitude for the program.

"I really wanted to give something back to FIT, to the communication program, that reflected all that the program did for me," she said.

"The program changed the direction of my life, and Judy [Strother], in particular, was a big part of that," Grönfeldt explained, adding that she initially wanted the endowment to only carry Strother's name.

However, Strother insisted that the scholarship share both of their names.

"Svafa expressed to me that it is her wish for something to live on and have a positive impact

*Students in communication instructor Rolanda Hatcher-Gallop's editing class discuss an assignment demonstrating editor-writer relationships.*



for many years to come," Strother said. "We look forward to seeing that happen."

The Reykjavic, Iceland, native is the chief organizational development officer of Alvogen, Inc., an international pharmaceutical company headquartered in Pinebrook, N.J. She also is the former president of Reykjavik University and co-authored a communication textbook, *Service Leadership—The Quest for the Competitive Edge*, with Strother.

"The whole concept behind the scholarship is to facilitate international relations," Grönfeldt said.

The \$35,000 endowment is set up so that every other year, communication students are selected and awarded money to cover travel expenses for the SAC's Study Abroad Netherlands program. In alternate years, the scholarship will be used to bring an Icelandic student to Florida Tech.

"Because I'm Icelandic, I wanted this scholarship to encourage Icelandic students to come to FIT," Grönfeldt said, adding that those students can choose any course of study once they are at Florida Tech.

"I want them to have as much of a life-changing experience at FIT as I had," she said.

In early March, Strother and Grönfeldt chose the first three students to receive the study abroad portion of the scholarship. Communication undergraduates Audrey Gangloff and Jennifer Wayne, along with graduate student Anushka Boyd, are the recipients.

They each received \$2,950 to cover the travel expenses for this summer's trip to the Netherlands, which includes a three-day layover in Iceland.

"They are coming to my house for dinner," said Grönfeldt, who has a home in Reykjavik.

"I can't wait to meet with them."

Connect with us:





# STUDY ABROAD NETHERLANDS 2016



June 3–June 17



**TWO WEEKS IN EUROPE**  
while earning Florida Tech credits

## Summer courses with 14 days in Europe:

- Course dates on campus are Monday, May 9–Wednesday, June 1
- Travel dates are Friday, June 3–Friday, June 17

*Study-abroad segment based at the Technical University of Eindhoven*

### **COM 3085/COM 5420-E1 Special Topics: International Marketing Communication**

- Learn about the importance of marketing messages and images for international audiences

### **COM 3085/COM 5420-E2 Special Topics: Communicating Social Responsibility**

- Learn about communicating corporate social responsibility in a global context with a focus on the ethics of CSR, its practical applications, and the importance of effectively communicating CSR efforts to stakeholders.

**Increase your employability with  
international experience!**

## Study abroad cost includes:

- Hotel, including breakfast daily
- Visits to international corporations
- Three-day cultural excursion to the historic cities of Brussels and Bruges, Belgium, and Aachen, Germany
- Day trips to Amsterdam and Cologne, Germany
- Transportation to and from Schiphol Airport (Amsterdam) and Eindhoven
- Dutch Pancake dinner and farewell luncheon
- Travel insurance

**Scholarship and Financial Aid available if you take two courses!**

## FOR MORE INFORMATION

Dr. Judy Strother | [strother@fit.edu](mailto:strother@fit.edu)  
School of Arts and Communication

**Space still available!**

*Editor's Note: After more than four decades of service at Florida Institute of Technology, communication professor Judith Strother, Ph.D., is retiring this summer. Here is her open letter to all who are or have been affiliated with the School of Arts and Communication.*

# Blessed and Grateful for A Lifetime of Good Memories

It's hard to believe that 43 years have rushed by since my husband, Edwin, and I first visited and fell in love with the Florida Tech campus.

We loved its small size, tropical beauty, and botanical garden—complete with peacocks!—as well as the proximity to the ocean.

As a physicist, Ed soon joined the Department of Physics and Space Sciences. He particularly appreciated the international technological atmosphere of the campus and its close relationship with the Kennedy Space Center.

This was, after all, the heyday of space exploration. Man had walked on the moon and the Saturn V rockets that started them on their way lifted off right here from the Space Coast.

While we used to view the rocket launches on television, we could now see them at The Cape or from our own front yard.

(TU/e) in The Netherlands, thanks to the guidance of a very special mentor—now a lifetime friend—Dr. Jan Ulijn. That longterm relationship with the TU/e has led to our students being welcomed to that campus in our Study Abroad Netherlands program each year.

Since I initiated the Study Abroad Netherlands program, it has become well established and all the arrangements for 2016 have been finalized.

So many fond memories will stay with me from my fellow travelers on this journey—from seeing how much of a Boschbollen these students could cram into their mouths without wearing all the chocolate and whipped cream on their faces to watching the amazement in their eyes at each new venue we visited.

Over the years, I have been impressed with the growth in the university and its programs—exemplified by the outstanding variety of offerings within our own School of Arts and Communication.

**“I have been truly blessed and will be leaving with a heart overflowing with affection and gratitude for each one of you—students and faculty alike.”**

Today, one of the first two men to walk on the moon, Buzz Aldrin, along with other intrepid astronauts, are Florida Tech faculty members.

In many ways, the early campus is still seen within today's university grounds—the Clemente Center sits near where the old gym was located and today's Panther Dining and Olympic-size swimming pool have replaced the old motor pool and vehicle service facilities—a big improvement!

Even the WFIT station/studio sits comfortably beside the older Gleason Auditorium and a bit east of the seven-story Crawford Building, which has been my “home away from home” for many years.

It all started for me at Florida Tech in January 1974, when I was hired by Dr. Allen Tucker, director of the Language Institute, to teach 150 Brazilian students who were here for a special program.

Before long, I was serving as assistant director and my path was set. At that time, our departmental office was in the Quad and the academic campus was north of University Boulevard.

It's hard to believe that our former parking lot is now the location of the Evans Library and Ruth Funk Center for Textile Arts.

One of my funniest memories from that earlier time was having to chase peacocks out of our parking spaces in the morning and listen to their mating screeches just outside the classroom door!

From this interesting beginning, I went on to earn my Ph.D. at the Technische Universiteit Eindhoven

I have seen our own communication program develop and evolve from a technical communication degree—meeting the needs of employees at NASA and its subcontractors—into today's undergraduate degrees in strategic communication and multiplatform journalism, which better meet contemporary needs.

Among my proudest accomplishments is starting the master's program in technical and professional communication, which has since evolved into the global strategic communication master's degree program. So many wonderful people have earned that degree.

I have been especially pleased as a number of our graduate students, including Rolanda Gallop, Jeff Gallop, Kay Rettich, Zohra Fazal, Michael Gurevich, and Shannon Strahan, have presented papers at international conferences in such diverse locations as Hawaii; Montreal; Vienna, Austria; Limerick, Ireland; Grindelwald, Switzerland; and Chamonix, France.

I will enjoy seeing the graduate program grow and develop even further under the capable leadership of Dr. Heidi Edwards.

How can I even begin to thank each and every one of you—both current graduate students and alumni—for your contributions to the program as well as for the personal satisfaction I have gained from seeing each and every one of you go on to follow your dreams?



Some of you are just starting down that path, some have gone on to earn advanced degrees, while others of you are already near the top of your field.

Just one among many outstanding examples is Dr. Svafa Grönfeldt, who has since become a close friend. She and I actually conceived the book we co-authored while floating in the Blue Lagoon in Iceland!

She went from our master's degree program to the London School of Economics, where she earned her Ph.D. She became deputy CEO of one of the largest generic pharmaceutical companies in the world and has since started another company.

Svafa has just gifted an endowed scholarship to Florida Tech and our communication program.

Special thanks go to her and to all of the many students who have enriched my life.

One of my previous students called me the “Mother Hen” of the graduate students.

So many of my students have said the most important thing about coming into my office was getting advice and encouragement or just a much-needed hug—yet you are the ones who have blessed me.

I will be forever grateful for the opportunities and experiences that Florida Tech has provided over the years.

I have appreciated the support and collegiality from all members of the School of Arts and Communication faculty, but especially from our communication family—Heidi, YJ, Ted, and Dzmitry, in addition to the instructors in our program.

We have such a fine group of scholars, and I will sincerely miss their friendly faces, good humor, and interesting interactions. None of us could do our jobs without the enthusiastic support of Sara and Anushka, who decorate our environment—both figuratively and literally—and feed us on every holiday and special occasion. Margaret, thanks for knowing the answer to every question and always being so cheerfully willing to help.

Dr. Taylor, it has been a pleasure to work with such a supportive leader. I'll miss your military analogies for every situation!

Although I have had a 40-plus-year career at Florida Tech, it is still inconceivable that I am actually retiring at the end of this summer.

I have been truly blessed and will be leaving with a heart overflowing with affection and gratitude for each one of you—students and faculty alike.

# Making Moves: SAC Faculty News Roundup

## Promotion

Congratulations to **Heidi Hatfield Edwards**, Ph.D., on her promotion to the rank of full professor of communication. Edwards chairs the communication program and is the associate head of the School of Arts and Communication.

## News

**Andrew Aberdein**'s book, *Rhetoric: The Art of Persuasion*, written with rhetorician Adina Arvatu, was published in the U.K. last October. The U.S. edition came out in February. It's currently No. 1 on Amazon's "Hot New Releases in Rhetoric"!

He also has an article, "The Vices of Argument," in the February issue of the journal, *Topoi: An International Review of Philosophy*. It appears in a special issue on Virtues and Arguments that he edited with Daniel H. Cohen.

Aberdein, along with **Moti Mizrahi**, also presented, "Occupy Mars: How to Get Everyone on Board" at the inaugural Buzz Aldrin Space Institute (BASI) Workshop in January.

In addition, Aberdein is the local organizer for this year's Florida Philosophical Association annual meeting, which will be held at Florida Tech on Nov. 4-5. A call for papers should be out before the end of the semester.

**Natalie Dorfeld**'s paper, "The Shy Student: Encouraging ESL Interaction Through Teamwork," was accepted for publication in *Working Papers in Composition and TESOL*.

She recently presented "If Slaughterhouses Were Made of Glass: The Horror of Animal Studies" at the 15th Annual Conference of the English Graduate Organization held at the University of Florida. Her paper discussed the rhetoric of factory farming and food consumption in America today.

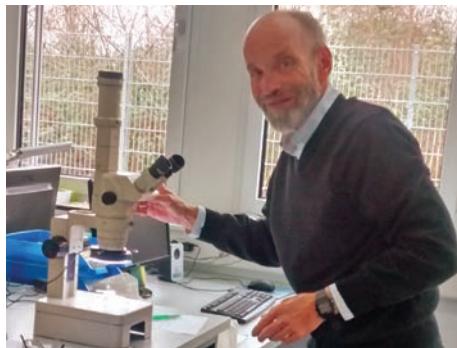
An avid runner, Dorfeld completed her 10th and final marathon at Walt Disney World in January.



**Debbie Lelekis** and HUM graduate student Madelaine Elam co-presented on the "Cities of the Future" panel on March 18 at Northeast Modern Language Association's 2016 convention in Hartford, Conn. Lelekis also presented her paper "Sex and the Early Twentieth Century American City: Miriam Michelson's 'Girl Reporter' Goes Under Cover" at the American Literature Association Symposium on "The City in American Literature" in New Orleans last September.

**Gordon Patterson** gave the opening key note lecture "Worldwide Threat by Mosquitoes, Past and Present" at the European Mosquito Control Association Symposium and Annual General Meeting in Speyer, Germany, in March. The focus was on the status of mosquito control in Europe with special emphasis on wetlands and exotic mosquitoes.

He also spoke on "Dauntless Dottie" and the origins of mosquito control in the Pacific Northwest at the 2016 Annual Meeting of the American Mosquito Control Association on Feb. 8 in Savannah, Ga.



Professor Gordon Patterson examines mosquitoes in a lab in Speyer, Germany, during the European Mosquito Control Association Symposium and Annual Meeting.



## ARTIST IN RESIDENCE CONCERT

Operatic soprano Alice Lestang, Florida Tech's 2016 Paris Conservatory Artist in Residence, sings with Eliza Dopira, an FIT vocal instructor and mezzo soprano, during the Spring 2016 Resident Artist Voice Recital on Feb. 17. The event also featured vocal adjunct instructor Kyle Knappenberger, a baritone.

## Students Celebrate First Amendment



Free Speech Day, Florida Tech's annual celebration of the First Amendment, took over the campus on Feb. 24.

In its fifth year, the event was hosted by *The Florida Tech Crimson* student-run newspaper. It highlighted First Amendment freedoms through a "Live Free or Eat Free" student demonstration, a free-speech wall and a keynote address on free speech rights by David L. Hudson Jr., a professor at the Vanderbilt University School of Law and scholar with the First Amendment Center in Nashville, Tenn.

Ted Petersen, Ph.D., communication professor and *Crimson* advisor, said the event reminds students of the importance of a vibrant free press and a dynamic free exchange of ideas.

It also promoted the *Crimson* as a free press on campus.

"No one censors the *Crimson*. Not me. Not Dr. Taylor. Not President Catanese. I think the students need to know that and embrace that."

—Ted Petersen

## STUDENT SPOTLIGHT: DUKE RICHARDSON

By Rebekah Duntz,  
*The Communicator*

Gary "Duke" Richardson is counting down the days to Florida Tech's spring commencement.

"I can't wait to find a job in the real world and just live it up," Richardson said.

He chose to do the FastTrack program, earning a bachelor's degree in communication as well as a master's degree in global strategic communication.

"Just because I know if I take a break from school, I know I'll never go back."

Richardson said he has no regrets on his college experience—except that he would have been a communication major from the start. He first entered the university as a marine biology major.

"After my first semester, I realized that biology and chemistry are not at all what I want to do with my life, even a little bit," he laughed. After switching majors, he quickly realized communication was right for him.

Richardson is currently the vice president of the Campus Activities Board, a position he's held for two years. He's also been on the executive board of the Kappa Eta chapter of the Alpha Tau Omega (ATO) fraternity since he was a freshman.

It is through these experiences, coupled with his course work, that Richardson has learned how to manage his time.

His secret: organization.

"I am kind of an organizational freak," he laughed. "I have a planner that has all my weeks and months mapped out, sections for my meetings and all that stuff."

Hailing from Maryland, Florida Tech is a much different place than his hometown. Rich in diversity, he feels he's been exposed to many more cultures.

"A lot of my brothers from ATO are from other countries," he said. "We have six continents represented in the chapter and it's just cool to see how the rest of the world works."

His advice for other Florida Tech students that are working up to that looming graduation date is to "make the most of your time."

He said there are many opportunities and resources that he's still learning about even now that he's a senior, and it's up to the students to take advantage of them.

"A lot of people I worked with along the way are the reason I am who I am."



Gary "Duke" Richardson

## Florida Tech's Prelaw Society Flourishes With Enrichment Opportunities For All Majors

By Lola Barbour, *The Communicator*

From field trips to guest speakers, the newly revamped and recharged Prelaw Society of Florida Tech is wrapping up a very productive semester.

The mission of the organization, which is supported by the School of Arts and Communication (SAC), is to enlighten students on how the law intersects with their daily lives and to inform them of the many different career opportunities in law, both inside and outside of the courtroom.

The group currently has 20 members, including prelaw majors and minors as well as students in other concentrations, such as engineering and computer science.

The Prelaw Society is currently looking for guest speakers, mentors and tutors for 2016–2017.



Members of the Prelaw Society of Florida Tech enjoy themselves during an open house visit to Stetson University College of Law in Gulfport, Fla. on Feb. 27.

"The benefit of this society is that it gives you a great networking opportunity for your future law career," said Kaleigh DiNoto, society secretary.

For instance, members got to meet and talk last month with Gene Cavalucci, esq., former vice president-general legal counsel Harris Corporation. Cavalucci gave the students insight on what to expect in law school as well as discussed the challenges law school graduates face in today's economic climate.

In recent months, the society has also taken several field trips, including one to Stetson University College of Law in Gulfport, Fla. Members also trekked to the Harry T. and Harriette V. Moore Justice Center in Viera for a mock trial and legal seminars hosted by the Space Coast Community Law School and Brevard Bar Foundation.

Society president Jennifer Wayne said more trips are in the works, with plans to visit prominent law schools at the University of Miami, University of Florida and Florida State University.

In addition, the group is working on expanding its social media presence through its Facebook page and is looking into launching an Instagram account.

Wayne added that the organization is open to anyone who has an interest in law, regardless of their majors or minors.

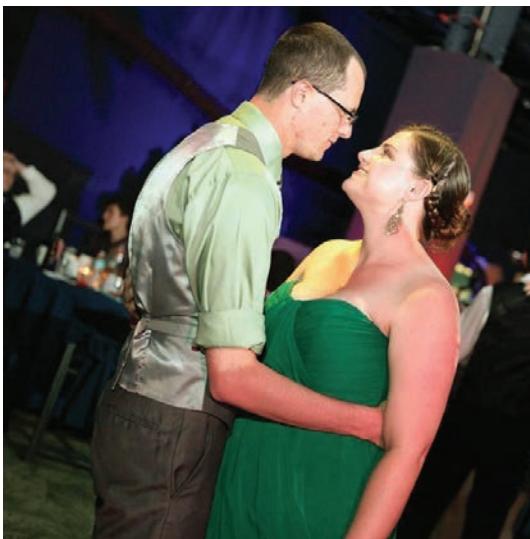
"The support of many individuals from diverse disciplines has been instrumental in our success, including the assistance of Dr. Andrew Aberdein, Dr. Robert Taylor, Dona Gaynor, Dean Kenkel and even President Catanese," she said. "It really has been a campus-wide effort."

The Prelaw Society is currently looking for guest speakers, mentors and tutors for the 2016–2017 academic year. The organization also welcomes the assistance of anyone who would be willing to invest in the continued success of the organization.

Questions and comments may be directed to:

**Jennifer Wayne**, president  
jwayne2014@my.fit.edu

**Lola Barbour**, public relations officer  
tbarbour2013@my.fit.edu



## SAC Alumni News Roundup

- **Jillian Knight Sedivy**, B.A. Humanities '11, and husband, Mike, delivered a healthy baby boy named Oliver on Feb. 11. Jillian is in the final stages of obtaining her master's degree in global strategic communication.
- **Kelsey McMullan**, B.S. Communication '13, and fiancée, Lt. Christopher Arnold, B.S. Aerospace Engineering '12, are engaged to be married at the Strategic Air Command & Aerospace Museum in Ashland, NE. They have been together for 7 years.
- **Brooke Hambright**, M.S. Global Strategic Communication '15, and her husband, Brett, are expecting their second child together! They are keeping the gender a surprise until baby Hambright #2 arrives! Brooke is now a marketing manager at Charisma Brands, LLC.
- **Adam Paulauskas**, B.S. Humanities '12, is a First Lieutenant of Medical Operations in the U.S. Army and a corrections officer for the Florida Department of Corrections.
- **Mandy Lam**, B.S. Communication '15, is a front desk representative at the Tennis Center Sand Point facility in Seattle, Wash.
- **Jacqueline Paniagua**, B.A. Humanities '15, is pursuing her master's degree in global strategic communication at Florida Tech.

## PAN "DANCY" LUO NABS NEW POSITION IN THEME PARK DESIGN INDUSTRY

By Anushka Boyd, *The Communicator*

Nearly a year since Pan "Dancy" Luo graduated with her master's degree in global strategic communication, she has already reached a new level in her career.

Luo recently became a project manager with ITEC Entertainment Corporation, an Orlando-based theme park designer.

She is now responsible for reviewing risk assessments, acting as liaison between company managers and clients, and ensuring that the creativity and technicality of company projects fit into appropriate budgets and schedules.

Using the skills she gleaned from her communication classes in the School of Arts and Communication (SAC) as well as experiences gained in her previous position as a universal show coordinator for Universal Creative, Luo constantly communicates with clients and travels to construction and production sites in order to make sure everything is going according to plan.

Applying her strategic skills, many of which she picked up in the SAC's Visual Design course, Luo said she is always looking for ways to facilitate the design and production process.

Her new position keeps Luo in constant interaction with people, ranging from show producers to project managers to clients.

While at Universal Creative, Luo was tasked with assisting in the development of a Universal theme park in Beijing, China. The park was designed to have traditional Universal attractions along with features that represented China's cultural heritage.

Originally from Shanghai, Luo had a thorough understanding of the Chinese culture, making her the perfect person for the job.

Her relentless diligence to work hard and go above and beyond led her to receive the DNA Award in 2015. The recognition came as no surprise to those who know her for her positive energy and friendly demeanor.

In 2014, Luo was a summer intern at SeaWorld in Orlando. She was awarded a SeaWorld 50th Celebration coin for her strong work ethic and leadership in park operations.

As she reflected on her time at FIT, Luo said one of her favorite memories was receiving the SAC's Outstanding Graduate Student of the Year Award at the Spring 2015 Honors Convocation. She said the best part was "getting the chance to walk on stage and share the happiness with my professors and friends."

Judith Strother, Ph.D., said the award was well deserved. She recalled having Luo in her Customer Service Communication class and was impressed by her enthusiasm for learning.

"Dancy is a sterling example of someone who eagerly entered the master's program—ready to get absolutely all she could from it," Strother said.

"Her proactive seeking of opportunities for learning and advancement, exemplified by her internship at SeaWorld, prepared her for the exciting career path she is on now."

In the years to come, Luo wants to continue working in the entertainment industry as well as become a liaison between U.S. and Chinese global organizations.



Pan "Dancy" Luo

## HUM ALUMNI SPOTLIGHT: ASHLEY PHILBECK

By Debbie Lelekis,  
*The Communicator*



Ashley Philbeck

Recent alumna Ashley Philbeck may have moved "across the pond" for graduate school, but a piece of her heart remains at Florida Tech.

She describes the School of Arts and Communication (SAC) as "very close-knit" and remembers fondly how much she loved being a part of it.

"It was nice to be taken in by such a welcoming group of people and knowing that if I had any questions or concerns about anything in one of my classes, I never had to feel intimidated talking to a professor," she said.

Philbeck, an environmental science and humanities student, received her bachelor's degree in May 2015.

She explained that she decided to study at Florida Tech because she "slowly fell in love with the campus" and the small classes offered here.

"I've always had an interest in the environment and with art, literature, culture and history, so double majoring just made sense to me," she said, adding that she thinks being a part of both has helped her find the path that she is currently on.

Since moving to England, Philbeck has been studying environmental change and international development at the University of Sheffield, which she describes as a great fit for her because it allows her to combine her interests and it's very flexible.

Her program provides training in development research methods and tackles big issues like climate change and social justice.

"I think that I would like to work for an environmental NGO after I graduate or maybe even the Peace Corps for a while," she said.

While Philbeck is enjoying her new adventures, she misses the culture that SAC faculty cultivates with its students, and she recalls the many meetings with her advisor that would end with engaging discussions of books or films.

"It's safe to say that the humanities department is incredibly warm and welcoming. I think that's one of my most positive experiences with the program."

# 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. 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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