

Department of Communication

The Official Newsletter of the NDSU Comm Department



*Inside the
NDSU
Comm.
Department*

Innovation Challenge 2019

Article by: Jake Kautzman, Dan Slaubaugh, Kelsey Flanery,
Emily Sullivan, Atati Mita

The Innovation Challenge gives all students at NDSU an opportunity to share their ideas regardless of their major or year in school. This challenge encourages students to think innovatively and come up with captivating propositions that could ignite into something great. "Each year students impress me with what they can come up with and can create," said Emily Schubert, Communication and Program Manager with Innovation Challenge.

The Innovation Challenge consists of three rounds: Innovation Proposal, Semi-Final Presentation and Progress Review, and Final Presentation. In the proposal stage, students are asked to explain their innovation and its' impact on the world or an industry.

Then, during the semi-final presentation, students visually share the growth of their idea and receive feedback from the judges. Finally, students are able to present their final presentations. The top ideas are then selected and the students are rewarded with cash prizes and recognition for their innovations. The benefits of Innovation Challenge for students are priceless. "We condense an entire college education worth of soft skills into a single semester or less. We teach students how to write a proposal, prove concepts, condense pitches, and convey the information in a way that anyone can understand," said Schubert. Students from any major will certainly benefit from this experience.

Interested in donating to the Innovation Challenge? Call the NDSU Research and Technology Park at (701)-499-3600 or contact Paul Tefft by email: paul@ndsuresearchpark.com

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Communication Students Go Abroad

Articles by:
Maija Peldo, Joseph Windsperger,
Julia Sattler, Jordan Nelson

Now more than ever, NDSU has seen an increase in communication majors studying abroad. There's no doubt that traveling overseas can be an amazing experience, but how does studying abroad benefit one in both their education and future career? We interviewed three NDSU communication students who have either traveled, or plan to travel abroad and to find how studying abroad has or will impact both their studies and future career goals.

Maija Peldo – Senior– Strategic Communication Major, Art Minor

Q: Where did you study and which semester did you go?

A: Seville, Spain. Spring 2018.

Q: What class did you take abroad that relate to your field of study?

A: International Marketing was by far the most useful course I took abroad. It helped me to better understand how to market products world wide and how to grow a company. At the end of the semester we were able to create a international marketing plan for a product we created!

Q: Why do you think studying abroad will be beneficial for your future career goals in communications?

A: Spending four months in new country where I was not fluent in their language, definitely tested my patience with communication in general. But it taught me to respect and admire all of the different ways we are able to communicate with others across the world. In my future career, I feel like this opportunity of exploring, learning and adapting to new surroundings will be useful to help myself be adaptable, responsible and have a more diverse outlook.

Q: Why would you recommend studying abroad to other communication majors?

A: I would recommend studying abroad to any student but most importantly communication majors. In a field where communication, responsibility, teamwork and problem solving are important factors, studying abroad can really help you to practice these skills on a whole new level. Having international experience can be very beneficial experience in the workforce for those who are looking to expand their organizations internationally.

Eden Deutz:

Junior - Strategic Communication Major, Business and Art Minors

Q: Where do you plan to study and which semester are you going?

A: London, England Spring 2019

Q: What classes are you planning on taking that relate to your field of study?

A: I plan on taking museum and galleries of London, two marketing courses, fashion and communication. These will all be able to be built into my requirements for my degree.

Q: Why do you think studying abroad will be beneficial for your future career goals in communications?

A: I believe studying abroad will help me in my future career goals with communication, because it is giving me a life experience as well as a new communication experience in different countries.

Q: Why would you recommend studying abroad to other communication majors?

A: Although I have not studied abroad yet, i believe it is something that communication majors could benefit from because communication is such a vast field, you've got to get out and explore the world to know what you really want!

"Communication is such a vast field, you've got to get out and explore the world to know what you really want!"



Julia Sattler:

Senior- English, Strategic Communications Minor



Q: Where did you study and which semester did you go?

A: I studied in Brno, which is a city in the Czech Republic located in between Prague and Vienna. I went abroad in the spring of 2017.

Q: What class did you take abroad that relate to your field of study?

A: I am an English major with a minor in strategic communication, so I got the opportunity to take a couple literature classes, as well as an intercultural communication course. The Intercultural Communication course I took was especially interesting because my classmates were all exchange students themselves, so it was literally different cultures coming together and discussing the differences in their cultures.

Q: Why do you think studying abroad will be beneficial for your future career goals in communications?

A: Studying abroad put me in a position where I interacted and communicated with people from all over the world. It opened my eyes to different ways of life and emphasized the value of understanding and respecting different cultures from your own. I think that my experience abroad has prepared me to properly and effectively communicate with all kinds of people and has prepared me to take on any kind of unfamiliar responsibility a career might offer me.

Q: Why would you recommend studying abroad to other communication majors?

A: Communication is all about understanding how to effectively and respectfully interact with people. It requires a precise understanding of language and the ways it can be changed and altered depending on what audience or person you are approaching. Studying abroad puts a communication major directly in a position that challenges him or her to utilize the skills they've been taught about in lectures and apply them to real life. It's an eye-opening and incredibly fun experience that will leave you even more confident in your communication skills than you were before you went abroad.

"I think that my experience abroad has prepared me to properly and effectively communicate with all kinds of people!"

Communication: The Key to Any Career

Article by: Miranda Stambler, Ethan Mickelson, Shelby Stewart and Haley Kramer

Most students have an idea of their ideal career coming out of college, whether it's to be a lawyer or a well-known author. The field of communication offers opportunities that change graduates outlook or plan after college. Dreams may change, but a passion for people remains for students who look to the practicality of a degree in communications.

Employers look for communication proficiency in most candidates, so graduating with a degree in communication means endless job possibilities.

Rarely do alumni end up where they thought they would after graduating, but the versatility of their degree allows them to pivot into new roles. Alumni Marnie Butcher Piehl and Hannah Keogh did just that. Piehl graduated from North Dakota State in 1992 with a double major in mass communication and English. A more recent graduate, Keogh, graduated from NDSU in the spring of 2018 with a strategic communication major and minor in political science.

Piehl planned to write a novel after college, but her direction changed. Out of college Piehl worked for NDSU in the publications services department where she wrote and edited publications for the university. After that experience, Piehl had many jobs ranging from communications director to marketing manager and PR director. Piehl's current position is chief college relations officer for Bismarck State College.



After graduating in the spring, Keogh planned to work at a nongovernmental organization, “like the downtown partnership or Jade Presents, and then eventually find a job working in state government as a communications director,” Keogh explained. Instead she worked as the public affairs intern at Sanford Health and Your Day by Nicole, a bridal store, all while studying for the LSAT. She changed her career plans after graduating to attend law school and will start law school in fall of 2019.

It’s impossible to predict where a degree in communication will take graduates in their professional careers, but no matter the change in role, the core skills that are taught in the field have application across an infinite spectrum of career tracks. As alumni like Peihl and Koegh continue to move into new roles after graduation, they draw on the educational experiences they received at NDSU throughout their careers.



"No matter the change in role, the core skills that are taught in the field have application across an infinite spectrum of career tracks."

Alumni Applauds NDSU for Real World Preparation

Article by: Miranda Stambler, Kelsey Flanery and Karson Sorby

There are about 375 undergraduates majoring in communication at NDSU; with these graduates competing for work post-graduation (in addition to those already in the communication field) jobs in the Fargo-Moorhead area can be limited.

Our university already does a great job of preparing communication students for successful careers, but which things set NDSU students apart from their competition—and where are we missing the mark?

To answer this question, and many other questions about the unique and ever-changing field of communication in the professional world, we talked to Anna Grace Larson, a Social Media Strategist at Eide Bailly and graduate of North Dakota State University.

Larson, a 2008 alum, followed a path that communication students would be grateful to mirror. Throughout her career at NDSU, Larson was involved in various COMM classes, citing the journalism and PR classes to be the most helpful for her in her professional career:

“I started taking courses in journalism like writing and PR, which I would say helped a lot in any social media or writing job, just knowing those skills,” she explained.

Larson also went on to describe her time writing for NDSU’s newspaper, which she credits as the main source of her knowledge and experience.

In addition to the skills learned writing for the newspaper, Larson explained other skills her NDSU COMM department education taught her, sharing that organization, open-mindedness, patience and a willingness to adapt to and learn from new situations are all skills she uses each day—even though her day to day routine is constantly changing.

“My day to day as a social media strategist is kind of different,” she said.

“Every single day you really do have to welcome those changes and be willing to roll with them and educate your people in them,” she explained.

“...organization, open-mindedness, patience and a willingness to adapt to and learn from new situations are all skills she uses each day.”

Though her classes, extracurricular activities, and broad skill set prepared her for a professional career in communication, Larson gives most of her credit to those that guided her through her education:

“I really think my instructors made all the difference for me in what they taught me,” she stated. “I had a handful of instructors that shaped my career and they’re honestly why I have the jobs I have today, either because of their connections, the boosts they gave me, or the recommendations they gave me.”

Fortunately for students, connections through faculty prove to be a large part in what makes NDSU students so successful post-graduation in the Fargo-Moorhead area. With a true “pay-it-forward” attitude, Larson finds it important to help current students in the COMM department form connections with professionals in the area.

In visiting classrooms and meeting with current students to offer advice, Larson shares the same boosts that she was given as a student. While working with these students, she stated “Go for it. Don’t be afraid—don’t wonder if you’re ready, just do it,” she said. “Be ambitious. If you have people offering you opportunities, do not pass them up.”

“Go for it. Don’t be afraid—**don’t wonder** if you’re ready, *just do it.*”

“Be ambitious. If you have people offering you opportunities, *do not pass them up.*”

NDSU Student Shares Internship Experience

Article by: Leyla, Ryan, Kerissa and Rachel

NDSU's internship program gives students the opportunity to utilize knowledge they learned in the classroom and put it to practical use in a professional setting. Students who enroll in an internship program receive the chance to develop skills in a specific field and expand their professional networks, all while earning academic credit.

One of NDSU's many interns exploring a career is Jamie Behymer. Behymer is a senior majoring in management communication with a double minor in business administration and community development.

Originally from Scottsdale, Arizona, she serves with many student organizations, both on and off campus. To name a few, Behymer has served as a marketing specialist and vice president for the Order of Omega, as the student ambassador for the College of AHSS and as vice president of the Management Communication club at NDSU.

Most recently, she currently serves as the president of the Special Olympics College Program. Behymer's internship is one that surely serves lots of people. For the past 10 years, she has been a volunteer with Special Olympics. She started working with the organization because her older brother, Jason, has Autism and has competed as an athlete. In high school, she served as a member of the Special Olympics National Youth Activation Committee and represented Arizona in leadership and unified engagement.

Last year, Behymer was contacted by a staff member of Special Olympics International about an opening for an internship. One in this position works with schools throughout the United States and other global programs to lead the "Spread the Word to End the Word" campaign.

Behymer says, "This campaign educates individuals about the use of the R-word (retard) and how hurtful and demeaning it can be toward people with disabilities."

"Overtime my internship continued to focus on the R-word campaign, but also expanded to overseeing youth-led projects around the world that promote inclusion. In the last year, I have overseen 150 youth projects, assisted in development of materials with Special Olympics programs, distributed grant funding, and provided technical assistance to youth programs in remote areas." Behymer also oversees social media communication for the Spread the Word to End the Word campaign on Facebook, Twitter, Instagram and YouTube.

**SO COLLEGE
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**SPECIAL OLYMPICS
NORTH DAKOTA**



When asked why she chose this internship, she says, "Special Olympics provides people with disabilities the opportunity to shine. I have always wanted to impact my brother's work in a positive manner and educate others on the importance of inclusion. This internship provided me the opportunity to make my personal goals a worldwide vision and has been an incredibly rewarding opportunity."

Behymer's goals after college include continuing to work with Special Olympics or any nonprofit that educates others about inclusion of people with disabilities. Additionally, she says, "later in my career, I would love to be an organizational consultant who works with different businesses to create more cohesive work environments and educates others on the importance of teamwork."

"This internship provided me the opportunity to make my personal goals a worldwide vision..."

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