

DEPARTMENT OF COMMUNICATION

Spring 2019 Newsletter



AN INSIDE LOOK AT THE DEPARTMENT OF COMMUNICATION.

BY MELISSA VOSEN CALLEN'S 425 CLASS

This newsletter was created by Assistant Professor, Dr. Melissa Vosen Callens's Specialty Writing class. Throughout this newsletter, accomplishments in the Communication Department will be showcased. The 2019 spring semester brought a variety of successes to our department – featuring the 2019-2020 student body president and new hire, Dr. Zeng. We have also showcased interdepartmental collaboration with art and features on where alumni are now.

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ANNUAL COMMUNICATION HONORS TEA

Spring is the perfect time to celebrate the students of the communication department and their accomplishments at North Dakota State University. At the end of the year it is enjoyable to look back upon every student's successes, but also to look forward to what is coming in the year ahead. Graduating seniors and scholarship recipients were recognized at the communication department's annual Honor's Tea Ceremony, which took place April 25th, 2019. An event that honored faculty members, undergraduates, graduate students, and scholarship recipients, all within the communication department. The scholarship awards were all distributed by various faculty members, each accompanied by a short speech to honor the recipient and the donors of the scholarships. The undergraduate students were all given a moment to be recognized, and were presented with an NDSU communication pin, to commemorate their time spent here.

At the ceremony, graduating student Annika Sidhu reflected on her time at NDSU and shared her favorite memory from her time at NDSU. "My favorite memory from NDSU is all of the school spirit and pride I have been involved with. Throughout any organization on campus, there is a sense of pure joy, happiness and bison pride in everything students do. It is empowering to be a part of such a large university with a small town feel." Sidhu is one of several success stories to leave the communication department this year. She has a job lined up in the twin cities where she will be working as an Executive Team Leader at the Target Corporation. During her years as a student, Sidhu was active on campus through Residence Life, and was a member of the Blue Key Honor Society. Her one regret is that she did not get into extracurriculars sooner. Sidhu turns this regret



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into advice for incoming students and says "I would encourage incoming freshman to just jump in! I am glad I did end up getting involved with many organizations when I did; it really made me the person I am today."

Not all students in attendance were reflecting on their time at NDSU, however. Many were looking forward to the upcoming year and were there to celebrate earning a scholarship. Abby Miller is a Strategic Communication major, and she received the Donald F and Lois B

Schwartz Communications scholarship. Miller is preparing for her final semester at NDSU, and is interested in pursuing a career in politics, advertising, or event planning once she graduates in December. For students thinking about scholarships, Miller recommends applying for as many as possible, because every bit of money counts and it can't hurt to over-apply.

After interviewing Dr. Stephenson Beck, the communication department chair, we were informed on why the honors tea event started in the first place. Which was to have an event that was more about the students, and less about the faculty, donors, and advisor staff than the other events throughout the year. There is an extensive amount of planning that goes into an event like

this, Dr. Beck says that Kelly Paynter the Administrative Assistant of the Communication Department has it down to a science, making everything run smoothly. Beck ended the interview by discussing how, "It is a great feeling to see so many successes in the room and being able to talk to their parents."

Whether you were faculty, a senior, or a freshman, the Honor's Tea was a time to gather with peers and celebrate hard work and knowledge gained over the year. This ceremony was the perfect end to the 2019 spring semester by giving students an opportunity to celebrate their success, and is a great kick-off point to get ready for the next step in each student's life.

Where Are They Now?

Where Are They Now features a collective of interviews from NDSU Communication graduates to honor their successes in their current careers today, as well as bring awareness to the vastness of the occupational communication field in our area.



Who are you, and where are you from?

Brenna Johansen from Beulah, ND

When did you graduate?

December 2015 from NDSU.

What do you do?

I am an Campus visit coordinator, I schedule and coordinate visits for perspective students, campus tours, academic appointments, supervise student

tour guides, relationships with all departments on campus. I help perspective students mostly.

How did you get into that?

I worked at NDSU in college with the admission office, always enjoyed working at a university found it online at an opening.

Was this your first job out of college?

No, worked at CI sport for 2 ears doing marketing for them, graphic design, product development sales, I still work at Junkyard bartending from time to time.

Was it hard to get a job in your field?

No, one thing with comm is you can apply anywhere, and I didn't think it was really hard.

Do you have a career goal in the future you want to reach?

Career, where I work with people as the main part. Don't have a big title or name just want to work with people.

RADEMACHER'S JOURNEY TO PRESIDENT

Mason Rademacher, North Dakota State University's new student body president, prides himself on his ability to work collaboratively with others in order to accomplish any mission at hand. This was his mindset heading into the student body election, facing several other groups of students with similar passions and ideas for NDSU's future.

Rademacher, a 2015 graduate of Sauk Rapids High School, started his college journey at North Dakota State College of Science in Wahpeton, N.D., where he participated in student government until his graduation in 2017. After receiving an associate's degree in political science and government, he made the decision to transfer to North Dakota State University to pursue a bachelor's degree in management communication. Before being elected as student body president, he worked as the Executive Commissioner of External Affairs for student government as well as a student senator in the College of Arts, Humanities, and Social Sciences.

Rademacher's decision to run for student body president stems from a life-long passion for working with people and an interest in politics and business. "The way I describe management communication is that it's a sibling major to all other elements that I'm interested in," Rademacher stated. He furthers, stating he believes "management communication really allows me to make an argument that I'm qualified for in any position," and "teaches me how to create an environment where people can thrive and grow in an overall positive culture."

When asked how a management communication major provides stepping stones into fields such as politics and business, Rademacher credits communication classes for



Student body president Mason Rademacher

having a heavy emphasis on building interpersonal relationships. In addition, communication classes offered surrounding conflict and ways to reduce and solve issues in the workplace are easily applied to real-life situations. He credits his success and takeaways from these classes not only from the content, but also the professors' dedication to teaching the content. "Dr. Beck's conflict communication class was my favorite. Not only was he my favorite professor I've ever had at NDSU, but that class was one of the most beneficial classes that I've ever taken in my life. All the theories and ideas learned in that class are applicable to every aspect of my life," he adds.

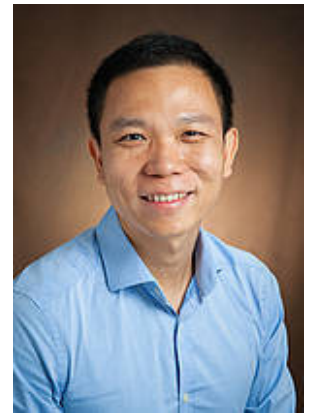
A large platform item for Rademacher and his vice president Joe Vollmer is strengthening the media entities within North Dakota State University. He stated, "With Bison Information Network and KNDS, the campus radio station, moving into the union next to the spectrum, there is a greater opportunity for student government to help facilitate opportunities for them to further promote what they're doing." His overall goal media-wise is to have student government serve as a link between the media entities of ours and the student body to increase utilization, participation, and overall usage.

DR. ZENG JOINS NDSU'S COMMUNICATIONS DEPARTMENT

Lifelong traveler, learner and scholar, Dr. Zeng, embarks on a new journey to the communication department at North Dakota State University. He grew up in China and continued his education in Finland. Dr. Zeng holds a bachelor's degree in Hospitality and Tourism Management, a master's in Intercultural Communication, and a doctoral in Intercultural and Organizational Communication. He is trilingual being fluent in Mandarin Chinese, English, and Finnish, making him a great resource for intercultural studies. In addition to speaking three languages, he takes pride in being a world traveler as he has traveled to nearly every continent.

Dr. Zeng enjoys being a professor because of the flexibility it provides but most importantly it allows him to study what interests him most on a daily basis. He is particularly interested in how employees voice their opinions or say 'no' to organizational policies. Through his research he has noticed the difference in how American employees and Chinese employees communicate with one another. In our sit-down interview with him, he noted, "In Finland, there is not nearly as much of a hierarchy in work places. I would treat my coworkers and boss the same, as if we were friends. But in China especially and sometimes America, there is much more of that hierarchy between bosses and employees where employees do not want to upset their boss." This has led him to further his research and explore the topic more deeply. He just finished collecting data on how people react to unethical scenarios and how likely they are to voice this occurrence to their superior. Dr. Zeng found that the more 'unethical' a scenario is, the more aggressive tactics an individual will take to voice the concern. For example, discrimination is likely to be taken very seriously and elicit more of a response.

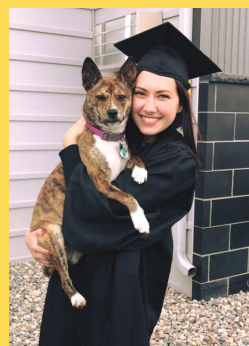
Dr. Zeng appreciates how welcoming NDSU has been as an international university. He finds that people generally are much nicer here, making his transition easier. Luckily, he has lived in similar weather conditions in Finland, but he is getting used to the



Dr. Zeng

North Dakota winds. He looks forward to being a professor and being able to help his students. He believes that in order to be successful you must be present, do the hard work without worrying about the outcome, and most importantly, believe in yourself.

Welcome to NDSU, Dr. Zeng.



Who are you and when did you graduate?

Jordan Alabase, May 2018

Where do you work now? What are your primary responsibilities?

I work for Powerplay Retail in Mendota Heights MN. I am the Human Resources Generalist and handle everything HR related and more.. benefits, payroll, employee relations, recruitment and hiring etc.

What was one of the best classes you took at NDSU?

I loved Conflict Communication, it was so relatable to life & work in every aspect. Also loved taking Org Comm II, we studied case studies about real organizational problems and analyzed how to deal with them and the communication that went along with it!

If you could give one piece of advice to an incoming freshman going into communications, what would it be?

Don't have your mind set on one profession, let your studies lead you to what you love and try classes you think are not up your alley! I guarantee you, you will learn something and take something away from it. Also take as many classes with Beck cause he's the greatest professor!

What about NDSU comm prepared you to be a young professional?

It taught me to challenge ideas to make them better and explore options. It taught me to think with an open mind and understand there are more than one option for solutions. I feel like comm is such an analytical area of study and it helped me to do that in my professional life at work.

NDSU GRAPHIC DESIGN CLUB DEBUES ON CAMPUS

NDSU has just received its latest opportunity to accelerate students interested in graphic design. Advised by Andrew David Stark, NDSU Design Club looks to combine communication and the art program through visual showcases, community work, and competitions. Although the two departments won't officially be collaborating until next year, the students involved in the club are allowing themselves a jump start into the mix with a new horizon of opportunities for participants.

"Creating design and influencing through design, positive cultural change," was club adviser, Andrew Stark's response when asked what he personally would like to see come out of the club's formation. Although graphic design and communication tend to go hand in hand, they have never had an official academic bridge between them. The new club promises to bridge this gap and open new doors for any individuals seeking to better their design skills.

Though the club is still in the developmental phase, it promises great opportunities for NDSU students in all departments. Currently, they are looking to add students from all programs in order to diversify the work done

within the group. Now is a great time for students to join because with the club only just forming, it is entirely open to the students in the club to decide what exactly they will accomplish during the school year.

The NDSU Design Club is also a key component in helping to blend the communication students with visual art students. According to club president and strategic communication major, Monica Zattera, "This club allows students from both majors to collaborate on projects they choose. It provides them with the resources and opportunities to explore beyond their major specific courses. Communication students who may not have the skills yet to create visuals can work with art students who have more experience. In return, art students gain a new way of thinking critically about their art as well as a chance to work on something they may not normally work on themselves." The group also invites alumni to visit and share their wisdom.

Overall, The formation of the NDSU Graphic Design Club signals a great starting point for the merging of the visual arts and communication departments.



What is your name and where are you from?

My name is Addie Long and I grew up in Fargo, ND

What got you into Strat Comm?

I was in DECA in HS and wanted to go into the business path, Comm seemed like a good balance of my interests.

How have you felt that your degree in Strategic Communication has helped you in your current job?

I learned about presentations and how to effectively communicate with other people. I learned how to engage with other generational stakeholders through AGD. Interpersonal and Intercultural Comm helped adjust communications to the students I was talking to, and I learned how to write in different styles

Where are you currently working?

I currently work at Alpha Gamma Delta International Headquarters in Indianapolis. I travel to different chapters at different colleges to help them recruit or revamp their current system. It involves lots of interpersonal communication and being able to effectively convey messages that may be challenging to hear and speak in-depth with members about their strengths and weaknesses

What's next?

Looking for PR jobs with nonprofits or event management.

What were you involved in in school?

Worked at the Spectrum as an Advertising Manager, Chapter President of AGD and VP of Administration, and VP of Order of Omega.

**Who are you, and where are you from?**

Maria Slette from Fargo, ND

When did you graduate and with what degree?

May 2018 with a Strategic Communication w/ a minor in Business Administration

What do you do now?

I own my own business called Impact Social. It is a social media marketing agency that specializes in affordable, impactful social media management and content creation for small businesses. Some of my clients include Love Always Floral and Nichole's Fine Pastry, to name a few.

Was it hard to find a job in your field that you enjoyed?

Yes! I struggled to find a job after graduation and felt as though there just wasn't the right job out there for me. I ended up landing a job as the Social Media & Digital Content Coordinator at HotSpring Spas & Pool Tables 2 post-graduation, which allowed me to be creative and practice my social media skills.

Is this job something you could see yourself doing long term?

Absolutely! It's a dream come true.

Do you feel as though your degree in Communications helped you get the job you are at now?

I do. My degree in communication led me further into the social media marketing world, though I had an interest in it before I started college. I had a variety of professors in the communication field that really encouraged me to pursue this path and offered me critiques and advice on personal projects. As an obvious addition to that, I feel as though I seem more credible and experienced to clients because of my college degree.

What advice would you give to any current NDSU Communication students in regards to life after college?

Take your internships seriously! Don't intern at a place you're uninterested in just to fulfill the credits. Try to intern somewhere that you could see yourself wanting to work at post-graduation. This will allow you to see if the business or type of work are a good fit for you. In my case, my internships were not a good fit and it allowed me to find that out ahead of time instead of wasting time working a job that I wouldn't like post-graduation.



Credits

Brian Jackson
Kayla Kleven
Abby Miller
Monica Zattera

Rachel Thiessen
Marquise Bridges
Brenan Chase
Derek Krueger

Elizabeth Bahr
Rita Kutner
Amanda Bierman
Ryan Shampine

Megan Brown
Emily Halverson
Kelsey Young
Sydney Arends

Kaitlyn Leddy
Amy Montebello
Mariah Kieffer
Hannah Sivertson

Tess Natterstad
Paul Witte
Maggie Scullin
Paola Hueck-Llorente