

Touch of Class

News About the Rowan University Graduate Public Relations Program

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New Year — New Building *PR and Advertising Moves to 301 West High Street*

Rowan University's Public Relations and Advertising Department said goodbye to Bozorth Hall and hello to a new home at 301 West High Street. This new state-of-the-art building offers an opportunity for students and faculty to work and learn in technology-equipped and modern meeting and classroom spaces. With over \$6 million invested in the new building's design Rowan strived to provide for the varying needs of students, faculty and guests alike. The three-story construction, 15,000+ square-foot building features multiple classrooms, faculty offices, adjunct spaces, advanced computer labs, conference rooms, student lounge areas and an art gallery.



Remarks made at the building's ribbon-cutting last month noted, Rowan University and Glassboro remain inextricably linked and this building serves to foster that relationship and bring growth to the area. The dual commitment to Rowan University's expansion and the Borough includes careful integration of local structures.



Top Left: First floor art gallery Top Right: Building entrance walkway
Bottom Left: Second floor student lounge area Bottom Right: Third floor classroom

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Student Highlight: An Interview with Lucia Allen

Lucia Allen currently works full-time at a local non-profit and takes night and online classes in the Master's in Public Relations Program. In an interview with Graduate Assistant, Victoria Woodside, she offers insight on the program and advice for potential future students.

Q: *Where did you attend undergrad and what did you study during your time there?*

A: I attended Northeastern University for my undergrad. I studied biochemistry for two years, and then I switched to double-majoring in English and Journalism, with a minor in French.

Q. *What led you to the decision to pursue graduate studies?*

A: I missed writing; when I was looking at possible job avenues for myself in the coming years that would include more writing and utilized more of my education and skill-set, I saw the role of health communications specialist at the NIH and I thought that would be a position I could see myself doing in general; it married my entire educational career perfectly it seemed, but I did lack pure PR experience. So, although I had a strong writing background, I thought the best way to pick up PR skills and acumen specifically was to obtain my MA in PR.

Q: *Why did you choose Rowan's Master's in Public Relations Program?*

A: I really wanted to go to graduate school, but I was unsure how to keep the cost reasonable, and still stay at my job and utilize its educational assistance. I was at one point starting applications to go overseas because it just seemed so much more reasonable and I had studied and worked overseas before. My mother and uncle suggested looking closer to home; my uncle said Rutgers, my mother said Rowan. Rowan actually had the MA I wanted, a great in-state tuition rate, and was a reasonable commute between my job and home. I was sold--and I would not have to obtain a visa!

Q: *What aspects of the program do you enjoy most?*

A: I enjoy the flexibility of the program, I am able to keep my day job and attend school at night, so it's a good fit for working adults, or those who may have family. I like that the program is small, so I can still get to know at least some of my professors in graduate school like I did in undergrad.

Q: *What are your plans after completing the program?*

A: I enjoy my work right now in the non-profit sector, but I would consider working in the private sector some day just to see how it is, but I ultimately see myself returning to the public sector, perhaps working for the government, at NIH or NCI. I have a bit of a global health perspective so I like to consider big organizations, such as the CDC and WHO.

Q: *Do you have any advice for undergraduate juniors and seniors who may be considering pursuing graduate degrees?*

A: My advice would be to vary your internship experiences and be a little more thoughtful about the electives you take. You may end up figuring out what you want to do in graduate school in PR or graduate school in general through those additional classes or outside work. I have done co-ops and internships in education and marketing, book publishing, and traditional print journalism, and taken electives in anthropology and acting. All of those past experiences can come in handy. All of those experiences can also make you a very diverse, special candidate in the work force.

“Rowan actually had the MA I wanted, a great in-state tuition rate, and was a good commute between my job

Alumni Updates

Where are they now?

Hannah Lindeblad, '15, recently accepted a job as the Coordinator of Marketing and Digital Media for the Department of Student Communications at Montclair State University in northern New Jersey. Hannah is getting married next fall to fiancé Andrew Wiese, who also

Jamie Lambe, '15, completed the MAPR program this past June. She currently works at Burlington Stores Inc. (Burlington Coat Factory Headquarters) as a copywriter in the eCommerce

Cristin Kastner Farney, '03, accepted the newly created position of digital content strategist with Rowan Web Services. She will continue to teach undergraduate PR students as an adjunct faculty member.

Stephanie Cristino, '14, works as a technical writer for Hill International, Inc., a global construction management company. Prior to Hill, Stephanie worked in the health care industry for three years providing various PR and marketing services. She resides in Philadelphia, PA and enjoys running, yoga and

Want to contribute to the next collection of alumni updates? Email Victoria Woodside at wood-



Above: First year MAPR student, Lucia Allen.

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The *Touch of Class* newsletter is published by the M.A. in P.R. program College of Communication & Creative Arts Rowan University.

Special thanks to Lucia Allen, Hannah Lindeblad, Cristin Kastner Farney, Jamie Lambe, Stephanie Cristino and Dr. Novak for contributing to this volume of TOC.

Questions?

Email: Victoria Woodside

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Faculty Spotlight: Dr. Alison Novak

Alison Novak, Ph.D., started studying Public Relations as an undergraduate at Marist College. She then worked as a media relations consultant for the Hudson Fulton Champaign Quadricentennial Commission following graduation. As part of the New York Governor's office, the Hudson Champaign Quadricentennial Commission was in charge of creating and celebrating the 400th anniversary of New York.



Novak "knew [she] wanted to go back to school to study public engagement in government." This desire led her to pursue her Ph.D. at Drexel University in Communication, Culture, and Media. Her research there looked primarily at how political campaigns communicate and engage young people and the millennial generation. This winter she will publish a book based on her research of young people and political engagement.

Novak went on to work at Temple University in its communication program for one year following graduation from Drexel. She started working for Rowan University this September and is, "looking forward to getting to know more of the Rowan community this year!" As a professor in the College of Communication and Creative Arts she currently teaches Public Opinion, Integrated Marketing Communication and Intro. to Public Relations/ Advertising Research.

Spring Semester 2016: Graduate Course Offerings

CRN 21852	<i>Fundraising & Development</i> (2 credits) (Mar. 1– April 25)	
CRN 21853	<i>Understanding & Writing Grant Proposals</i> (1 credit) (Mar. 1– April 25)	
CRN 21841	<i>Online Public Relations</i> (3 credits) (Mar. 1— April 25)	
CRN 21842	<i>School Public Relations</i> (3 credits) (Jan. 5— Feb. 29)	
CRN 24072	<i>Special Topics: How Media Affect Reputation</i> (3 credits) Wednesday, 6:30—9 (Jan. 19— May 7)	Bozorth 114
CRN 21688	<i>Advanced Techniques</i> (3 credits) Monday, 6:30—9 (Jan. 19 —May 7)	301 High, 205
CRN 21843	<i>Graduate Internship</i> (3 credits) 80 hours weekly	
CRN 21851	<i>Seminar</i> (3 credits) Tuesday, 2—4:45 (Jan. 21— May 7)	301 High, 326
CRN 21854	<i>Seminar</i> (3 credits) Tuesday, 5—7:45 (Jan. 21— May 7)	301 High, 326
CRN 21861	<i>Graduate Case Studies in Public Relations</i> (1 credit) Thursday, 6:30—9 (Jan. 21—Feb.18)	301 High, 216
CRN 21857	<i>Graduate Public Relations Planning</i> (2 credits) Thursday, 6:30—9 (Feb. 25—April 28)	301 High, 216

Online Courses

On Campus

Join us in our new home for Mentor Night 2015

The M.A. in Public Relations annual Mentor Night will be here soon! Take this opportunity to meet a mentor working in an area of public relations that interests you. With a mentor students can gain insight, ask questions and receive advice from someone outside the program and in the work field.

Mentor night will take place on Tuesday, December 8 in the new art gallery located on the first floor of the Public Relations and Advertising building at 301 High Street. This event begins at 6 PM . Come and meet your mentor and start this meaningful relationship.

If you have any questions or need additional information, or if you would like to become a mentor to an MAPR student please email.



Above: Mentor, Diana Gervasi, and MAPR student, Kimberlee Cirillo, smile for a picture at the 2014 Mentor Night.

Did You Know?

Graduate Resource Room: 2nd Floor, Rm 214

The Graduate Resource Room houses a collection of material related to public relations and communication. In the resource room you will find: theses and research projects, student public relations plans, scholarly texts and manuals on communication, management and research.



Stop by the resource room to look through its materials and take advantage of available information on various public relations topics. You can find additional materials located in the third floor conference room. Also, if you need a last minute stapler or other office supplies feel free to check in the resource room to see what's available.

For more information on the Graduate Resource Room contact Graduate Assistant, Victoria Woodside via email at woods83@students.rowan.edu.

Recent Mentors:

Rosemary Braude
Media & Public Relations
Rowan University

Stephanie Cristino
Vindico Medical Education

Ray Daiutolo
United States Postal Service

Don Dunnington
Coperion K-Tron

Diana Gervasi
Inspira Health Network

Jennifer Johnston
Christiana Care Health System

Marisa Sharkey
Independent Consultant.



Get
Connected

Connect with fellow Rowan public relations graduates and students through our new Facebook group. Share job leads, internship information or ask PR-related questions.

As a closed group, only other group members can see your posts or replies.

Link: <http://www.facebook.com/groups/953191958095248/>