



PART II, STANDARD 8. PROFESSIONAL AND PUBLIC SERVICE

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Executive Summary

The SCJ is deeply engaged with the professional and academic communities of South Florida and has made this public service engagement a cornerstone of its mission, vision and strategic plan. FIU presents itself as a solutions-center for South Florida, and SCJ's public service reflects this mission.

A wide range of activities, services and programs provide meaningful links between the academy and the profession — and the public they both serve. SCJ faculty members, all of whom come from strong professional backgrounds, lead many of these efforts and contribute in other ways – from judging contests and covering current events to serving on advisory boards and conducting training workshops. The public service and professional engagement highlights in the past few years include:

- Associate Professor Sigal Segev was elected Vice President of the American Academy of Advertising for the year 2021-2022.
- The Hearst Distinguished Lecture and GSC Series, funded by a Hearst Foundation endowment and the GSC program. It has allowed SCJ to bring to campus distinguished speakers such as Jorge Ramos, Emmy-winning anchor for Univision; Jon Meacham, Pulitzer Prize-winning author; Richardo Trotti; Carmella Glover, executive director, Diversity Action Alliance; Jay Francis, senior vice president, Disney Television & Animation; Eric Winkfield, vice president & agency, DEI lead, M Booths and other luminaries over the accrediting cycle.
- SCJ faculty members are frequently called upon to serve as judges for regional, national and international professional and student scholarship competitions. Since 2010, faculty members have judged numerous national competitions, including the Scripps Howard Awards, the Public Relations Student Society of America's (PRSSA) Bateman competition, and the Public Relations Society of America's (PRSA) Silver Anvils and Bronze Anvil competitions. In addition, faculty in the Department of Communication have been invited to judge panel presentations for the Universal Accreditation Board Accreditation in Public Relations.
- Hosting and providing expertise for the Public Relations Society of America (PRSA) Miami Chapter and Ragan Communications. Through the PRSA Miami chapter and the SCJ's PRSSA chapter, faculty and students have provided expertise on an array of industry topics.

- SCJ faculty actively contribute to thought leadership on the topic of crisis communication including conference presentations, [industry interviews](#) and op-ed articles. Most recently, in January 2021, in the wake of the U.S. Capitol riots, professors Aileen Izquierdo, Heather Radi-Bermudez, APR, and Raquel Perez, Ph.D. penned an op-ed that was published in PRSA's *Strategies + Tactics* publication, discussing what effective communication of the Capitol incident by the new administration should look like.
- The Dean's Advisory Board includes highly accomplished professionals in the media and communication industries, including representatives from all major news media, public relations and advertising organizations, such as CNN, NBC, Clear Channel, and Burson-Marsteller.
- South Florida is ground zero for the impacts of climate change in the U.S. For more than 5 years several SCJ faculty members have been involved in citizen science communication initiatives designed to raise awareness of sea-level rise and extreme heat, among other topics. These initiatives include collaborations with local organizations like Catalyst Miami, Hacks/Hackers and Code for Miami, and with local governments, including Miami-Dade County, the City of Miami, Miami Beach, Coral Gables and other municipalities. The South Florida Media Network was selected to participate in the Local Media Association's Covering Climate Collaboration, a national network of news organizations, climate research groups and universities that share and collaborate on stories about climate change.
- Dr. Alejandro Alvarado, Dr. Mercedes Vigon, Dr. Leo Ferreira and Prof. Lilliam Martinez-Bustos all participate in international programs to train journalists in Latin American and Caribbean countries.
- Dr. Maria Elena Villar and Dr. Susan Jacobson co-direct the Steven Cruz Institute for Media, Science and Technology, whose mission is to improve public understanding of science and technology. The Institute has hosted events like Miami ComSciCon, a science communication workshop that brings scientists and communication professionals together, and "teach-ins" on topics like the media's role in the January 6 Capitol attacks. It also publishes public thought pieces on topics like vaccine hesitancy, misinformation during the pandemic and identifying "fake news."
- Assistant Professor Elizabeth Marsh participated in PRSA's first-ever virtual roundtable for the [Voices4Everyone](#) initiative on the pillar of disinformation.

1. Summarize the professional and public service activities undertaken by the unit. Include operation of campus media if under control of the unit; short courses, continuing education, institutes, high school and college press meetings; judging of contests; sponsorship of speakers addressing communication issues of public consequence and concern; and similar activities.

Faculty members in the SCJ are actively engaged in service to the profession and providing public service. Faculty members serve on the Hearst Distinguished Lecture Series, made possible by a generous endowment from the William Randolph Hearst Foundation, to sponsor speakers. They share their expertise as panelists at conferences as varied as the Association for Education in Journalism and Mass Media, the Online News Association and Code for South Florida. They have presented thought leadership sessions annually at the Public Relations Society of America (PRSA) International Conference since 2017 and the Ragan Communications' Social Media Conference for Public Relations, Marketing and Communications Professionals.

Several faculty members have conducted global training workshops and seminars across the world, including Argentina, Italy, France, United Arab of Emirates, Paraguay, El Salvador and Jamaica. SCJ faculty members have been invited to review articles for research publications such as *New Media and Society*, *Journalism*, *Journalism Practice* and *Communication Law and Policy*, and review contest entries and grant proposals for the Scripps-Howard National Journalism Awards, Grupo de Diarios de America Annual Journalism Awards, Rockover Awards for Jewish Journalism and the Department of Defense's Breast Cancer Research Program.

They have authored numerous by-lined articles in industry trade publications and in local, regional, national and international media outlets, including PRSA's *Strategies+Tactics*, PRSSA's *Progressions*, *The New York Times*, *The Washington Post*, *PR Daily*, *The San Diego Union-Tribune*, *The Miami Herald*, *MediaShift* and *The Columbia Journalism Review*.

The faculty have given talks and presentations to local, national and international community organizations that showcase the power of storytelling and its ability to impact society. For example, in collaboration with the Greater Miami Jewish Federation and The Holocaust Memorial Miami Beach, faculty organized the presentation of historical narratives through the lens of Holocaust survivors' stories.

Faculty have hosted hackathons on the topic of climate change with the international SmartWater Forum, Code for South Florida and Miami Hacks Climate Change.

2. In a digital file, list examples of professional and public service activities undertaken by members of the faculty in the past six years (before the self-study year). Limit to five examples per faculty member. The unit has the option of providing a complete list in a separate digital file. Do not include service to the unit or institution; this information should be presented in Standard 1.

[Link to Dept. of Journalism + Media Professional & Public Service Activities](#)

[Link to Dept. of Communication Professional & Public Service Activities](#)

3. Describe the unit's contact with alumni, professionals and professional organizations to keep curriculum and instruction, whether online or on-site, current and to promote the exchange of ideas. Contact may include alumni and professional involvement in advisory boards, curriculum development, guest speaking, placement, internships, and fundraising. Provide advisory board members' names and contact information.

The SCJ has strong connections to alumni and industry professionals locally, nationally and across the world who make important contributions to the School. These individuals provide feedback and advice to leadership; help keep the curriculum current; speak to classes; mentor, teach and employ students in internships and post-graduate jobs; and support the School financially through one of many charitable channels at FIU.

SCJ Hall of Fame. The SCJ recognizes its distinguished alumni through initiation into an Alumni Hall of Fame. The School selects new members annually who are inducted during a special program held on campus. Its first cohort was inducted into the inaugural class of the SCJ Hall of Fame in April 2019. Inductees included:

- **Marybel Rodriguez**, Emmy-nominated co-anchor, CBS4 News This Morning;
- **Janet Rivera-Hernandez**, Head of Communications, Mastercard Latin America and Caribbean (LAC);
- **Gabriel Gabor**, Miami-based senior consultant for Major League Soccer (MLS) and its commercial arm, Soccer United Marketing (SUM);
- **Rosanna M. Fiske, APR, Fellow PRSA**, Global Chief Communications Officer, Royal Caribbean;
- **Dianne Festa**, Senior Vice President of the News Partnerships team, NBC Universal; and
- **Mariana Alvarado**, bilingual journalist based in Mexico City and Teaching Fellow for México and Centroamérica with Google News Lab, a Google's worldwide initiative to encourage the quality of journalism.

These exceptional individuals were nominated and selected by peers in the industry because of their noteworthy accomplishments and advancement within the fields of communication, journalism, and media. This honor is given to recognize the merit, dedication and leadership of the individual and their work in their chosen career of communication. They exhibit a high degree of character and integrity and push the boundaries further.

Evidence of excellence can be found in awards and honors for achievements, as well as other recognitions, including the impact of their work. The Alumni Hall of Fame is designed to be the highest honor a graduate of the SCJ can attain from the School.

The School also nominates alumni for the FIU Alumni Association's distinguished alumni program award, the Torch Award. The Torch Award is the highest honor bestowed upon alumni and faculty by the FIU Alumni Association. It recognizes FIU supporters who are making positive impacts on their profession, the community, and the University. Honorees are celebrated annually at a gala and dinner hosted by the FIU Alumni Association. Beyond paying tribute to FIU's impressive supporters, the event also supports the future construction of the FIU Alumni Center. Serving as a multi-purpose facility for academic, social and business gatherings, the space will recognize donors, share University history and showcase both student and alumni accomplishments. The FIU Alumni Center will foster and encourage lifelong connections between Panthers.

SCJ Dean's Advisory Board. Established in 1990, by the then SJMC, the SCJ Dean's Advisory Board has evolved and expanded, continuing to serve as a vehicle to help lead the School's alumni outreach efforts and support. The Board is composed of 20 geographically dispersed professionals who represent decades of service to FIU and their respective professions.

The mission of the SCJ Dean's Advisory Board is to keep the School on top of the current needs and future trends of the professions and industries it serves. Board members are also vital to the School's efforts in the acquisition of resources necessary to achieve philanthropic goals through contacts with prospective individual, foundation, and corporate donors. Board members serve as ambassadors for the School in South Florida, regionally, and internationally. Ramon Escobar, Vice President, Talent Recruitment & Development, CNN, serves as Chair of the Board. Dan Grech, Founder, BizHack, serves as Vice Chair.

Other members are:

- Battinto Batts - Dean, Walter Cronkite School of Journalism and Mass Communication, Arizona State University
- Richard Borjas - Television Executive and Emmy Award Winner
- Spero Canton - Partner, 3 Guys Communication
- Liz Carter - President and CEO, Scripps Howard Foundation
- Alex de Carvalho - Social Media Strategist
- Alina Falcon - Executive Vice President of Network Sports, Research and Integration, Telemundo Network
- Princell Hair - President and CEO of Black News Channel (BNC)
- Rick Hirsch -Managing Editor, *Miami Herald*
- Griselle Marino - Communications and Media Director, Office of Community Advocacy, Miami-Dade Board of County Commissioners
- Em Méndez - Digital Newsroom Business Manager, *The Palm Beach Post*
- Peter Milián - Vice President of Sales, Clear Channel Outdoor
- Howard Miller - Howard R. Miller Communications
- Abdul Muhammad II - Vice President of Digital Development, rbb Public Relations
- Nathalia Ortiz - Independent Journalist
- Janet Rivera-Hernandez - Head of Communications, Mastercard Latin America & Caribbean
- Marybel Rodriguez - Co-anchor, CBS4 News This Morning
- Dolores Sukhdeo - EVP & COO, WPBT Channel 2
- Joe Zubi - SVP, Communications, Greater Miami Chamber of Commerce

[Provide advisory board members' names and contact information.](#)

Guest Lecturers: Many SCJ alumni share their professional expertise with students in the classroom, either as guest speakers or as adjunct faculty. Whether in person on campus or virtually, alumni speak or teach in nearly every course offered at the School.

Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication. The Kopenhaver Center began operation in 2013 with the mission to empower women professionals and academics in all the fields of communication to develop visionaries and leaders who can make a difference in their communities and their professions. Diversity and Inclusion are essential to the Center's work. The goal is to expand the number of young women of all races, ethnicities, and cultures to enable them to move into positions of responsibility in the nation's communications industries.

The Kopenhaver Center serves as a national thought leadership center on issues that impact women across the communication industries. The Center also offers leadership training and mentorship programs for young women to enable them to have the tools to be better represented at the table where the decision-making process is taking place and to move into management positions in the communications professions.

Signature programming is accomplished through scholarly research, seminars, webinars, virtual workshops, mentoring programs, fellowship programs, faculty collaborations, an annual national conference, an annual workshop for young women academics, and other symposia. The programs and events at the Kopenhaver Center create opportunities for students, alumni, professionals, and community organizations to envision and develop ways for future generations of female communicators to excel in leadership. This is accomplished by creating an educational forum that supports the development of a leadership brand, entrepreneurialism, and innovation.

Satellite Centers. Beginning in 2020, the Kopenhaver Center inaugurated two satellite centers at other educational institutions across the country. These satellite centers provide innovative learning experiences that test traditional boundaries. This groundbreaking program interconnects students, faculty, and professionals with the objective of advancing women to leadership positions to share knowledge and educational programs. The objectives of the satellite centers are to build inclusionary educational experiences that transcend institutional boundaries and expand the center's mission nationwide. In 2020, the center collaborated with its first satellite at Rowan University in Glassboro, New Jersey. Then in 2021, the center inaugurated its second satellite center at Stephens College in Columbia, Missouri, the second-oldest female educational institution in the United States. In partnership with both institutions, the center is offering monthly workshops to individuals at all three institutions, as well as alumni and community participants.

Panther Alumni Week (PAW). PAW connects students with alumni through class presentations, industry panels and networking events. PAW promotes the building of relationships, which leads to networking, internships, mentoring and career opportunities. In 2021, FIU celebrated the eighth anniversary of PAW. Each year, FIU invites alumni to campus to engage with students on campus and virtually by offering real world insight and valuable career advice.

4. Describe the unit's methods for communicating with alumni, such as newsletters or other publications. Provide the web link for communication during the previous academic year or provide print copies in the workroom.

The SCJ connects regularly with its more than 10,000 alumni through social media and online platforms such as LinkedIn as well as e-newsletters and web pages dedicated to alumni.

Social Media. Through the CARTA Communications team, the School actively engages with alumni through various social media platforms including Facebook, Instagram and Twitter. From Hall of Fame inductee announcements to School news and information and highlighting of alumni, students and faculty, employing social media enables the School to stay actively connected to alumni. The School's Twitter account has more than 2,000 followers, 1,200 followers on Instagram and its Facebook page has nearly 4,000 followers. The School's Global Strategic Communications master's program has increased its online presence with the launch of a dedicated Instagram account in 2020. The Spanish-language Journalism master's program has Spanish-language social media accounts on Twitter, Facebook and LinkedIn. This engagement allows for more dedicated outreach and connection to graduate alumni.

LinkedIn. The School maintains an active LinkedIn presence. Its alumni group has nearly 3,400 members. The College's Associate Director of Alumni Relations and Advancement posts job listings, alumni news and university-wide highlights. The Director regularly engages with alumni by reposting job moves, spotlighting career achievement news and direct messaging with alumni where appropriate.

Post-Graduation Course. The University's Academic and Career Success Department introduced a career-readiness course -- SDS 4340 Career Development -- designed to help recent grads prepare for a successful career. The online, five-week course is free for all graduates and is available for them to pre-enroll prior to graduation and at any time following graduation. The course is offered each semester (fall, spring, and summer). This one-credit course helps graduates refine career goals, prepare for a career or graduate school, get advice from career coaches, network with employers and learn practical skills in digital technology and innovation. The CARTA Career Team and Academic Advisors promote the course to its soon-to-be and recent graduates via email, phone, social media, and the CARTA careers website.

5. Describe the unit's support of scholastic (high school) journalism, including workshops, visiting lectures, critiques of student work, etc.

The SCJ has a long history of working with high school faculty and students to support scholastic journalism through the South Florida Journalism Day, workshops, and dual enrollment opportunities.

South Florida Journalism Day. The Lillian Lodge Kopenhaver Center co-sponsors an annual South Florida Journalism Day in conjunction with District 6 of the Florida Scholastic Press Association. The year 2019 marked the 47th year of this event, a day-long program of speakers, seminars and workshops and on-the-spot competitions that brings media experts to campus to help the nearly 600 middle and high school editors, staff members and their advisors from Miami-Dade and Monroe counties learn more about how to produce better campus media. The event was cancelled in 2020 due to the pandemic but is scheduled to resume in Fall 2021.

Date	Event	Keynote Speaker
October, 2016	FIU/FSPA 44th Annual South Florida Journalism Day	Calvin Hughes Anchor, Local 10 WPLG
October, 2017	FIU/FSPA 45th Annual South Florida Journalism Day	Lauren Pastrana Anchor, CBS4 News
October, 2018	FIU & FSPA 46th Annual Journalism Day	Zakari Koster Journalism student from Marjory Stoneman Douglas Sr. High School
October, 2019	47th annual South Florida Journalism Day	Alex de Armas Award-winning anchor for 7News WSVN.

High School Journalism Workshops. In 2021, Dr. Karla Kennedy was awarded a \$5,000 grant to fund a 3-week Journalism Jumpstart summer program for high school students from schools that do not have journalism programs. Twenty students participated in the event, which featured presentations from FIU faculty and local media experts like Nadge Green and Howard Saltz on topics ranging from "What makes a news story?" to using data as part of storytelling to produce broadcast news.

Dual Enrollment Initiative. Dual Enrollment gives students in public, private, charter schools and home education programs the opportunity to take college courses. Dual enrollment courses offered by the SCJ are listed below.

Courses offered by the Department of Communication include:

- SPC 1017L, Fundamentals Speech Communication
- SPC 2511, Fundamentals of Argumentation and Debate
- SPC 2608, Public Speaking

Courses offered by the Department of Journalism + Media include:

- IDS 3309, How We Know What We Know
- JOU 2100, Intro to Reporting and Writing
- JOU 3003, Intro to Journalism

Professional Development Day. In October 2021, the Department of Journalism + Media hosted 25 high school teachers involved in their school's journalism programs for a professional development workshop titled Multimedia on a Dime: Getting Better Photos and Video with Your Smartphone.