Experience 1: Expo Program

I began working on creating a program for our bi-yearly Graduate Studies Expo that prospective students come to learn about our 31 graduate programs. We wanted the program to give these prospective students more information than we had in the past. So, we put a list of all our programs with contact numbers, so those who come that don’t know all the programs we offer will have an easy reference. I thought this was a great idea because we really didn’t have anything like this before and it will help those undecided students as well as those that have no idea what programs we offer at FGCU. In the program, we are also featuring a layout of the room so they know where to go to visit the programs they are interested in. We also give them the schedule of events and our office contact information. I am excited about this program because we will give the inquiring students more information than we ever had before. To create this program, I used the tips from Bob to create a professional-looking program. I had two different designs to present to Jennifer and Debora, and they chose the one with more design and color, which is the one I would have chosen too.

Standards: Standard 4: Community and Stakeholder Partnerships and Standard 7: Technology

Standard 4 is reflected in this activity because I believe it is in our best interest to provide the community and prospective students with the best information possible about our programs in an organized way. This expo program allows us to look professional while working with the community to provide them the most information about our graduate programs.

Standard 7 is reflected in this activity because I used InDesign to create the expo program. I also used Illustrator to create the star and line graphics.

Experience 2: Website Redesign

I met with Dave to go over the Admission Requirements and Deadline Dates page, the Graduate Studies at FGCU page, and the Events page. He showed me how to edit the events listing template to make it the size I wanted and also to change the font and shading. We began working on the Graduate Studies at FGCU page and he showed me how to use Slideshow Director Pro and Adobe Flash to create rotating images. He also showed me how to set up a two column template so we could put the featured testimonial and “Aspire to Graduate Studies” graphic on the right side of the page. The last thing we worked on was the Admission Requirement and Deadline Dates page, which was very complicated. The way we would like it is where there is a smaller graphic within the larger graphic that changes as the prospective student hovers over it and they are able to click just that smaller graphic. However, with the way the templates are set up, there was no way for us to do that without creating a new template. So,
as we began to create the new template and crop out the photoshop graphics and paste the parts into Dreamweaver to edit them, we began to see the complications with it. So, Dave decided I should create the page with tables and having the larger graphics be the links in case he couldn’t figure out how to make the page work. I have really enjoyed the website editing part of my internship, and as it is coming to a close, I know I will miss it. It has been a challenge, but every exciting to see the finished product.

Standards: Standard 7: Technology

Standard 7 is reflected in this activity because I used photoshop to crop out the graphics to put on Red Dot and Dave showed me some new tools to use when creating websites.

Experience 3: Newsletter

This past week I met with Jennifer and Debora about the newsletter. I showed them the layout I came up with and they loved it. So, we just talked about some ideas as to stories and decided to feature the Compliance Specialist program because we had just spoke with David Steckler about it. So, I created the first article of the newsletter about the benefits of the graduate studies based on previous research I had done with Census data. I created the second article from the notes we took on the Compliance Specialist program and emailed David Steckler to get a quote and photo. The third article is a student testimonial and I emailed a student in the Criminal Forensics and Criminal Justice programs and she already sent me her testimonial and photo. The last story is going to be on graduate research and using our library as a resource. I emailed a librarian and our Director, Mike Savarese, will contribute as well. On the back page, on the right column, I listed all of our graduate program as well as certificates and put a picture of our staff to connect with students and show them our faces and that we are here for them. This newsletter will be a place where students will feel connected and can learn about the services that FGCU has to offer. I believe we are touching on Maslow’s hierarchy of needs with this resource to help meet the needs of our students. For example, Maslow’s theory calls for the need for self esteem as well as social belonging, which this newsletter helps them meet. We are connecting students to the university and to each other and letting them know the variety of offices on campus that can aid them in various ways. I would like to do a piece on Counseling Services in the future to give those students who want to seek counseling, which would help increase their self esteem. Helping guide students through graduate school with helpful tips, resources, and giving them a connection to the university will hopefully increase their self esteem and their social belongingness so they can move to higher levels of achievement and self fulfillment while they are here in graduate school. According to Martinez (2001), “The need for self-esteem probably motivates a significant degree of effort in academic and career success” (p.166).

Standards: Standard 1: Vision & Standard 7: Technology
Standard 1 is reflected in this activity because we are creating a resource that communicates our vision as a department and helps students see what this university can provide them.

Standard 7 is reflected in this activity because I used InDesign to create the newsletter and Illustrator to design and integrate background graphics to make the newsletter more compelling.

Experience 4: Pictures of Nurse Anesthesia Students

I was very excited to use my photography skills in my internship by taking pictures of the Nurse Anesthesia students in action. Ken Kirsner, director of Nurse Anesthesia, called our office to tell us that the brochure that we had been giving out to prospective students on the College of Health Professions had a picture of students that did not complete the CRNA program, so we needed to update the photo. So, we met with some CRNA students to take pictures of them working on a dummy they practice on. Everything went smoothly, and the photos turned out great. I even recruited another testimonial student for future newsletter issues, so I took some individual pictures of her as well.

Standards: Standard 6: Diversity & Standard 7: Technology

Standard 6 is reflected in this activity because we wanted to portray the university as diverse, so we were able to take pictures of diverse students and a very neat, different program. This will help us recruit minorities as well as students for a unique program.

Standard 7 is reflected in this activity because I had to use a camera to take pictures of the students at work.

Experience 5: Graduate Student Survey

We received feedback from Lenore Benefield on our graduate student exit survey, so I began to work on correcting the problems she had found. These changes included creating more consistent formatting in the questions and answers that asked similar questions, and coding those questions that said “If no, skip to answer 4” into the survey and splitting up the pages so it would just take them to the question if they answered no rather than them having to sort through the questions to figure out what they needed to answer. After I improved our survey, we were approved to test it. So, I sent an email to my office for everyone to test our survey and tell me how long it took them to take it. Most have already taken it, and it has taken an average of 5-7 minutes, which is great for students. We are considering putting a statement at the beginning of the survey saying that this survey should only take an average of 5-7 minutes to complete. This will hopefully help us with our response rate.

Standards: Standard 8: Learning, Accountability & Assessment & Standard 7: Technology
Standard 8 is reflected in this activity because we are being proactive in our pursuit to improve our service to graduate students and make their experience better.

Standard 7 is reflected in this activity because I am using the survey software to make edits to the survey.

References