



CCMS Dean's Message

Dean Marilyn's Note

CCMS Alumni Attend MOCA Training

First CCMS Internship Fair Held

Alumni News

We are proud of our alumni and we would like to hear from you!

Go to http://www.zu.ac.ae/main/alumni/contact_us/details_form.aspx

We are proud to have you as a graduate of our 15-year-old College of Communication and Media Sciences. Our electronic newsletter aims to build strong, lifelong relationships to keep you connected with us.

In 2002, our first 81 students graduated. Today, CCMS has 537 majors in our four specializations: Converged Media, Integrated Strategic Communications, Tourism and Cultural Communications and Film and Video Communications.

Since CCMS offered its first classes, it has worked to prepare for accreditation with the premier accrediting association, the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC). It is our goal to be the first accredited program in the United Arab Emirates. We will be evaluated on meeting nine standards that include governance, curriculum, faculty, student service, public service and assessment of learning outcomes.

Our preliminary self-study was completed prior to hosting a successful site visit by ACEJMC officials in May 2013. CCMS was given the go-ahead to prepare its final self-study this academic year (2013-2014) and host a site team visit in October 2014.

We are dedicated to expand our outreach and services to the UAE's public and private sectors and to the UAE's society at large. We wish to have alumni assess our student portfolios and share ideas with us.

Currently, we are establishing an Alumni Council to connect our graduates from both campuses. If you have interest in joining us, please feel free to contact me. I hope you enjoy our electronic newsletter. We would love to hear from you and welcome your suggestions for the next issue.

Regards,



Dr. Marilyn Roberts

Dean, College of Communication and Media Sciences



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Students who had completed internships shared what they learned from their experiences as interns at the College's First Internship Fair. The fair was held in the Promenade on both campuses so prospective CCMS majors, as well as faculty and students from other colleges, could learn what CCMS majors gained in their internships.

Internships are wonderful opportunities for CCMS students to learn more about the professional area they wish to pursue after graduation. In the first semester of this academic year, nearly 20 CCMS majors on each campus did their internships. In the second semester, more than 30 CCMS students in Abu Dhabi and more than 40 in Dubai have registered for internships.

The College welcomes the opportunity to connect with our alumni to supervise interns. Please contact Prof. Inka Stever on the Abu Dhabi campus at Inka.Stever@zu.ac.ae or Prof. James Piecowye campus at James.Piecowye@zu.ac.ae on the Dubai campus if you are interested in learning more about CCMS internships.



Reem Mohamed Ibrahim interned at DEWA (Dubai Electronic and Water Authority).



Badriya Juma Bilal Khamis Binbesheit talks about her internship at Zayed Mosque in Abu Dhabi.



CCMS graduates who work as journalists at The National are, from left, Ayesha Alkhoori, Ayesha Almazroui and Asmaa Alhameli. (Photo by Shaima AlAmmari)

Alumni contribute to the UAE

This is our first attempt to share news about CCMS alumni. We need you to keep in touch with us so we can share your story. Visit the ZU Alumni Office at: <http://www.zu.ac.ae/main/en/alumni/index.aspx>

Three 2012 CCMS Alumni Work at The National.

Ayesha Alkhourri, Ayesha Almazroui and Asmaa Alhameli started their careers after graduation as reporters for The National.

CCMS student Shaima AlAmmari wrote an article about them in Zajel:

Miss Almazroui, who works as a leader writer for the opinion section at The National, recently won two SPJ Mark of Excellence Awards. The MOE competition is for college journalists. She writes a weekly column for The National on a variety of issues. She is also working on a master's degree in international relations from ZU.

Miss Alkhoori, who is a general assignment reporter, said that she had three big major events to cover so far for The National: The Government Summit, The International Defence Exhibition and Conference (IDEX), and the trial of 94 activists in the United Arab Emirates.

"At The National, you don't get to read a lot about Emiratis because the expats don't

have much access to the Emirati society," Miss Alhameli said. "But when I started interviewing Emiratis, they responded to me and they encouraged me."

You can read more at: <http://zajelzu.ae/2013/04/03/the-first-wave-zu-alumnae-embark-on-journalism-careers-at-the-national-newspaper/>

UAE's "Paper Magician" Is a CCMS Alumni

Farah Al-Fardh, a 2002 CCMS graduate, was featured in the April 6, 2012, edition of Arabian Woman.

Born and raised in Umm Al-Quwain, Al-Fardh was almost always surrounded by art and its myriad forms. As a child, she was fascinated by the beautiful henna designs her mother would create on her little hands. And just after it dried, she replicated the same designs on paper. Her family consists of artists of all kinds – musicians, card-makers, painters, embroiderers and make-up artists.

You can read more at: (<http://arabiangazette.com/interview-farah-al-fardh/>).

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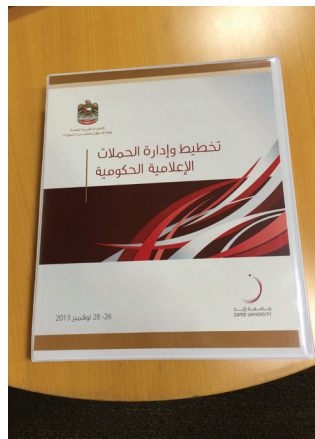
As part of a memorandum of understanding (MOU) signed between the UAE Ministry for Cabinet Affairs (MOCA) and Zayed University, the College of Communication and Media Sciences (CCMS) was selected to deliver three executive training programs to senior UAE government communication officials throughout the country. The first of these programs was entitled "Planning and Managing Public Media Campaigns" and involved 70 trainees.

Amira Al Serkal, Director of Government Communication, Federal Customs Authority (2002 CCMS graduate).

Hend A. Shaker, Chair, Communication Section, Ministry of Environment and Water (2003 CCMS graduate).

Maryam Al Nuaimi, Consultant, Ministry of Public Works (2011 CCMS graduate).

The program included the theoretical foundations of communication campaigns, including the research, strategy, tactics and evaluation phases. The course included local and international case studies of successful campaigns and teams were set up to work on the planning of future campaigns. CCMS will provide other training programs in 2014 including "Public Relations Writing" and "Social Media."



The highly interactive three-day program was conducted by CCMS Professor Badran A. Badran in Arabic in Dubai and Abu Dhabi between October and November 2013. Trainees were senior staff working in various federal ministries and establishments and they included three ZU CCMS alumni:



Badran Badran
CCMS Professor, Dubai

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