

In Touch

CCMS Alumni Newsletter

Spring 2014

CCMS Receives ZU Learning Assessment Award

As CCMS begins its 16th year, we are proud to tell you that we received the 2014-2013 ZU Annual Learning Assessment Award from the University's Learning Outcomes Assessment Standing Committee. The award recognized the College as the outstanding contributor to the development of a culture of learning assessment at the University. The award noted that the College utilizes the internship experience as a key assessment point. Specifically, through the internship, CCMS students are assessed in three ways--an employer survey, student reflections, and student presentations.

The award is directly related to our goal of international accreditation from the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) and the University's vision to become a leading university with high academic standards.

To achieve accreditation, we completed a self-study addressing nine standards. They are:

- Mission, Governance and Administration
- Curriculum and Instruction
- Diversity and Inclusiveness
- Full-time and Part-time Faculty
- Scholarship: Research, Creative and Professional Activity
- Student Services
- Resources, Facilities and Equipment
- Professional and Public Service
- Assessment

Assessing student learning is a key standard for ensuring that our CCMS graduates are prepared for careers.

The University has committed itself since its founding to the effective assessment and improvement of student learning. In addition to the set of six university-wide Zayed University Learning Outcomes (ZULOs), CCMS has outlined Major Learning Outcomes (MALOs) throughout our courses. And, ACEJMC's 12 professional values and competencies directly reflect our learning outcomes.

ACEJMC site team members will meet with each faculty member, visit classes and review all of our accomplishments when they visit us from Oct. 19 to 22. And all of our alumni are examples of our accomplishments!

Regards,
Dean Marilyn Roberts



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CCMS Alumni Serve on ZU Alumni Association Boards

The ZU Alumni Office now has Alumni Association Boards for each campus. Four of our CCMS alumni serve on the boards.

The president of the Dubai Alumni Association is Noura Sultan Alsuwaidi, a 2003 CCMS graduate. Farah Al Fardh, a 2002 CCMS graduate, is the CCMS Chapter representative on the board. In Abu Dhabi, the Alumni Board Mentoring and Leadership Chair is Mariam Amiri, a 2006 CCMS graduate. The chapter representative is Shamma bin Khalifa, also a 2006 graduate.

The Alumni Office also is focused on sharing updates about ZU graduates on their website. "Life After Graduation" features three of our alumni:

- **Farah Al Fardh**, a 2002 CCMS graduate:
http://www.zu.ac.ae/main/files/contents/alumni-docs/farah_quilling.pdf
- **Huda Hassan**, a 2004 CCMS graduate:
ZU Curriculum Resource Center Technician in the Library on the Dubai Campus
http://www.zu.ac.ae/main/en/alumni/graduate_updates/huda_hassan.aspx
- **Maryam Al Numairy**, a 2011 CCMS graduate
ZU Student Recruitment Officer, Office of Enrollment Management
http://www.zu.ac.ae/main/en/alumni/graduate_updates/mayam_alnumairy.aspx

CCMS Alumna Speaks to Classes

ZU alumnus Athra Al Zaabi, a 2010 CCMS graduate, is a public relations specialist at Abu Dhabi Health Authority. She spoke to CCMS classes in Abu Dhabi in March regarding careers.

The only ADHA PR staff member who has written and oral communication skills in Arabic and English have made her a vital staff member. She writes bilingual press releases, organizes interviews and handles media inquiries at ADHA.

"I benefitted from my CCMS courses because the international background of each of my professors gives a 'flavor' to what they teach."

Honored as the "Most Promising Student" by CCMS, she is working on her master's in marketing at the Sorbonne, Abu Dhabi, and plans to go on to earn her Ph.D. so she can share her career and skills with other students.

She also has served as a CCMS internship supervisor and hired another CCMS student, Marah Al Hajri, after her graduation in 2012.



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New Faculty Bring Expertise to CCMS

Fall semester 2014 welcomed eight new faculty to CCMS, five to the Dubai and three to Abu Dhabi campuses. They bring extensive professional expertise and academic credentials to the classrooms.

Abu Dhabi:

Claire Sherman, who earned her Ph.D. from the University of Adelaide, South Australia, joined CCMS from the ZU College of Business. She is an active researcher in promotion and management.

Gwen Bouvier has a Ph.D. in broadcast journalism from Aberystwyth University, Wales. She joined ZU from the University of Leicester and has taught at Glamorgan University (University of South Wales).

Natasha Slak Valek earned her Ph.D. from the University of Ljubljana, Slovenia. Former Marketing Manager of the Slovenian Tourist Board, she joined ZU from I-Shou University, Kaohsiung City, Taiwan.

Dubai:

Asim Mian, a 2014 Ph.D. graduate of the University of Florida, College of Journalism and Communications, taught advertising media planning at Florida. Dr. Asim has worked for many internationally reputed brands such as Mazda, Nissan and Fujitsu on behalf of various advertising and public relations firms.

Charlotte Wien earned her Ph.D. from the Royal School of Library and Information Science in Denmark. Prior to joining CCMS, she served as a professor in the Department of Marketing and Management, University of Southern Denmark.

Melissa Lee Price, who earned her Ph.D. from the University of South Carolina, joined CCMS from Babes-Bolyai University in Romania. Her area of expertise is digital culture, social media and multimedia production.

Najat AlSaied earned her Ph.D. in media studies from the University of Westminster, London. She joined ZU from the Islamic Development Bank in Jeddah, Saudi Arabia, where she was head of the Young Professionals Program.

Noella Michael is a graduate of La Trobe University, Melbourne, Australia, where she earned her Ph.D. Her dissertation was: "Understanding Tourist Motivations: Emirati Leisure Travel to Australia."

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Internship Survey Results Are Outstanding

We are pleased to share with you the outstanding results of our survey of internship supervisors regarding our majors. The evaluation focuses on the College's learning outcomes or 12 Pearls of Wisdom that we use to ensure our graduates have learned professional values and competencies of the Accrediting Council on Education in Journalism and Mass Communication.

Most importantly, CCMS seniors received more than a 4.0 on all of the 12 standards below. It indicates that the curriculum and faculty are ensuring that our students receive a contemporary, quality education preparing them to enter the professions. The table below indicates average scores our students received from the internship supervisors for each of the 12 PVC's/Pearls of Wisdom with 5 as strongly agree and 1 as strongly disagree.

Internship Supervisor Survey Spring 2014 Results

Survey Questions	Average
Understands media laws, regulations, and issues that pertain to the UAE work environment	4.37
Demonstrates skills and knowledge needed as a communication professional (e.g., clarity, appropriate style and grammatical correctness)	4.46
Reflects an awareness of diversity in the workplace and in communication duties	4.42
Understands and applies theoretical concepts related to the presentation of images and information (e.g., composition of images, persuasive appeals, influence of message on	4.35
Applies ethical principles in the workplace (e.g., truth, accuracy, fairness, etc.)	4.64
Analyzes and solves problems critically and creatively	4.30
Uses research and information seeking skills	4.49
Writes clearly, correctly and uses an appropriate style	4.48
Evaluates the work of self and others	4.27
Understands the use of basic numerical and statistical concepts	4.31
Uses and applies appropriate tools and technologies	4.53

* (n = 67, responses measured on a 5 point scale where 5 = strongly agree and 1 = strongly disagree)

The College welcomes the opportunity to connect with our alumni to supervise interns. If you or your employer would like to have a CCMS intern, please contact our faculty supervisors: **James Piecowye** (james.piecowye@zu.ac.ae) in Dubai and **Inka Stever** (inka.stever@zu.ac.ae) in Abu Dhabi.