



University of Tennessee, Knoxville
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Circle Park News

Communication and Information

4-2011

Circle Park News April 2011

College of Communication and Information

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APRIL 2011

COLLEGE NEWS

McCORMICK CEO WILSON TO RECEIVE ALUMNUS AWARD, ADDRESS CCI GRADS



Alan Wilson, (B.S./JEM '80), chairman, president and CEO of McCormick & Company Inc., will receive CCI's 2011 Donald G. Hileman Distinguished Alumni Award at the spring commencement ceremony for the College of Communication and Information (CCI) at the University of Tennessee, Knoxville. [+ read more](#)

CCI CAMPAIGN GOAL CELEBRATED – AUDITORIUM DEDICATED



The start of April marked a historic day for the College of Communication and Information (CCI) as it celebrated achievement of its \$10 million goal for the Campaign for Tennessee. CCI officially surpassed its goal thanks to a gift from Leslie Linebaugh (B.S./ADVPR '79), and thanks to the great support and sacrifice it received from all alumni, donors and friends since the campaign began in 2005. [+ read more](#)

WHITE AND CCI STUDENTS RECEIVE CHANCELLOR'S HONORS



\$10M GOAL HAS BEEN REACHED!

CAMPAIGN PRIORITIES

- Faculty support including faculty chairs and professorships
- Scholarships/fellowships
- A diversity program endowment
- Study abroad/ internationalization programs
- A WUTK endowment
- The College Fund

UPCOMING EVENTS

- **May 10, 2011** Dr. Barbara Moore Retirement Party
- **May 12, 2011** CCI Commencement Ceremony
- **May 30, 2011** Memorial Day Holiday

RECENT GRAD?

Congratulations and welcome to the ranks of CCI alumni! Please stay in touch and let us know



At the Chancellor's Honors Banquet on April 11, a number of CCI students and a faculty member received recognition from the Chancellor for their outstanding accomplishments. Award winners included: [+ read more](#)

FACULTY AND RESEARCH

LONG-TIME JEM PROFESSOR AND CCI STAFF MEMBER TO RETIRE



JEM Professor Barbara Moore and CCI Administrative Specialist II and Assistant to the Dean Sherry McNair are retiring at the end of Spring Semester 2011. We are very grateful to both of them for their many years of dedicated service, and we wish them the best in their retirement! [+ read more](#)

TRAVELING FORWARD – STUDY ABROAD'S IMPACT



Surrounded by elephants in his office overlooking the Tennessee River, Professor Sam Swan describes the study abroad experience for students as their vehicle to "get ready for the world." Most students feel their study abroad experience is among the best experiences of their

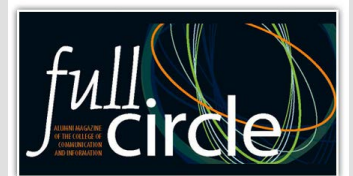
how you're doing. Click [here](#) to update your information.



UPDATE YOUR INFORMATION



SCOOP



lives. To provide students with this critical opportunity, UTK's study abroad program offers a broad range of study options with trips as short as a few days to as long as a full semester. [+ read more](#)

ALUMNI & FRIENDS

ALUMNI SPOTLIGHT: LESLIE LINEBAUGH



Coming from a legacy of graduates and giving, Leslie Linebaugh (B.S./ADVPR '79) learned the value of giving back to the University of Tennessee from her father, James Rhodes Linebaugh. Her strong family connection to the university includes an uncle, her sister, two cousins and their children. When she began to explore her options for giving, Linebaugh credits CCI Director of Development Andrew Shafer and Chief Development Officer for Nashville Seth Reagan with helping her determine the best way to create two scholarships. [+ read more](#)

BOARD OF VISITORS SPOTLIGHT: MARY WOOD '92



Mary Wood earned a B.A. degree in Speech Communication from UT in 1992 and later earned her MBA in Marketing from The University of Tampa. She is currently the Market Research Manager for the Orange County Convention Center in Orlando Florida. She is married to Scott Wood (UT, '87) and has two daughters: Hannah Natalia and Emily Helene. Wood is also a member of Beta Gamma Sigma, a business honor society. [+ read more](#)

FIVE THINGS TO KNOW ABOUT DESIGNING A MORE EFFECTIVE WEBSITE



"Management By Wandering Around" (MBWA) was a common business mantra in the 1970's when Peters and Waterman published their book, In Search of Excellence. The basic tenants can be applied to good web design today. Let's call it DBSA, Design By Surfing Around. A lot of advice is available for creating a well-designed web site but much of it is contradictory. The reason for such inconsistency is the point-of-view associated with the advice. One important website-related goal for most organizations is to achieve Search Engine Optimization (SEO). However, why worry about being at the top of the list on searches if your site isn't well designed? Here are five tips for designing more effective websites to positively impact the website experience of your visitors. [+ read more](#)



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