Section 1: Initial Course Data

Please complete the following initial data form and prepare it for peer review (Milestone 1) and for review with your department chair, the course coordinator and other key stakeholders as appropriate (Milestone 2).

Your Name: Tanya Goetz

Course Information:

Department: Communication Design

Course code & course name: COMD 4900

Number of sections: 4

• Number of students per section: approximately 18 per section; 72 in total

Stakeholder Information:

Chair: MaryAnn Biehl

Course coordinator: Prof. Joel Mason

- List of full and part-time faculty teaching the course in the Spring 2015 semester, as well
 as any faculty who teach the course regularly: Prof. Joel Mason, Prof. Tanya Goetz,
 Adjunct Professor David Luke, Adjunct Professor Stella Nicolau
- List of full and part-time faculty anticipated to teach in the Fall 2015 semester (if known, or provide best guess): Prof. Joel Mason, Prof. Tanya Goetz, Adjunct Professor David Luke, Adjunct Professor Stella Nicolau
- Other stakeholders (accreditors, etc.): NASAD

Course "Before" Redesign:

- Current syllabus and materials (attach or provide links to OpenLab sites)
 https://openlab.citytech.cuny.edu/goetzcomd4900spring2015/ and the course outline for the course is available on the college's website at:
 http://www.citytech.cuny.edu/academics/deptsites/comd/courses.aspx
- Current data (student evaluations, grades, withdrawal rates), as available
 I don't have firm data as yet but I did search the class, as suggested during our last
 meeting, on http://myedu.com and on the next page is a screen grab of the info the site
 provided. Apparently, the site isn't yet current with all instructors I taught the class last
 fall and they don't have data on the two adjunct professors either. But it is interesting to
 see this site and review other courses. I will get firm data from our department for our
 meeting on February 20th.

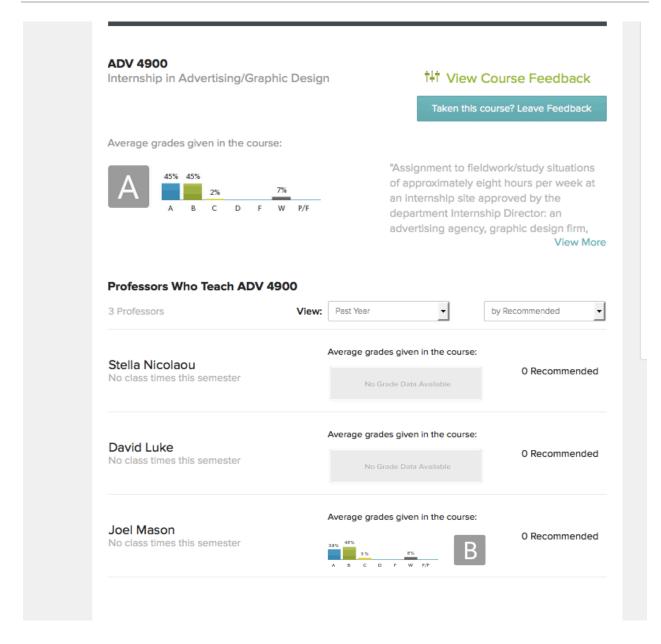








Work Plan



Course Analysis:

Why was this course selected for redesign?
 This course was selected for redesign because the department designated it as a writing intensive course a few years ago and the students keep a learning journal of their internship experience on paper. With much publishing content transitioning to electronic formats, it was felt that an Openlab blog would serve our students better









than the traditional journal the students created. Working on Openlab would give the students valuable experience in using an online format they will be using regularly in their career and it will allow the department to access and assess their writing more easily. It will also provide an easily accessible vehicle for the department to assess the internship placements.

What are your and your department's goals with this redesign?
 We would like all students across internship sections to be using one OpenLab site beginning in Fall 2015. In this way, we can create an informal learning community of COMD internship students. It will allow students to provide valuable peer feedback on each other's writing but also give them a window into more companies and workplace cultures by enabling them to read student blogs outside of their own section. It also will potentially allow them to be mentored by more than one faculty member and benefit from all four internship instructors.

With regard to assessment, we would like all sections to be using comparable writing guidelines and the same rubrics for both the journal and the final presentation that all internship students are required to complete for the class. We also plan on adjusting the current Internship supervisor evaluation form to provide more meaningful to the students regarding their performance at the site.

Finally, we would like to have the students have an internship prior to the first week of class or, at the very least, have them come to class with resumes and cover letters that have already been fine-tuned. This is the most ambitious goal for the course and we are looking at various methods to achieve it, perhaps through an orientation prior to the semester's start in conjunction with the new OpenLab site with links and resources and videos.

Things to Consider:

- What do you need to consider when approaching the redesign?
 Examples might include:
 - What stakeholders should review the changes and when?
 - What (if any) official departmental or institutional approval processes will be required? (e.g. departmental curriculum committee) If so, how will you accommodate the timeline for these processes?
 - Will your course changes need to be approved by College Council (minor or major curriculum change)? If so, how will you accommodate the timeline for this









process? (Proposal process: https://openlab.citytech.cuny.edu/collegecouncil/proposal-process/)

 What supporting materials will you need to produce? Who will need to review and approve them?

The department's Internship course director, Prof. Joel Mason, is the primary stakeholder and we already began working on some of these goals last semester, the first semester I taught this class. Prof. Mason has been very receptive to moving the course to OpenLab and during the break, he created the new avatar I used for my course site for both his and my section of COMD 4900 on OpenLab. We also worked together on break on creating a new rubric for the presentation, which is already in the files section of my OpenLab site.

Together, Prof. Mason and I can work toward these goals and then share the changes with our department curriculum committee. Because we are simply using a different method for distributing the journal, the curriculum committee doesn't need to approve the changes but we will want to share with them the rubrics and assessment information as part of our department's goals for continuous assessment in classes and as part of the NASAD accreditation process we are currently working on this semester.

- What do you need to consider when implementing the changes?
 Examples might include:
 - How will you spread awareness and build support of the upcoming change among faculty (full and part time) in your department?
 - How will you communicate the changes to the faculty teaching your course?
 When will you meet with them in Spring, beginning of Fall?
 - What communications will be required within your department? (Formal and informal: one-on-one, email, hard copy distributions, OpenLab, department or committee meetings, planned workshops or other meetings, etc.)

Prof. Mason and I believe that, once the Internship OpenLab course site is up and running, the adjuncts who teach the course will follow our lead and begin using the site its resources, rubrics, etc.. But we will set up a lunch meeting to go over the site with them and walk them through and get their feedback this Spring semester—in May or June so we have their support well before the Fall 2015 semester begins. We will also try to hold some conference calls with them this summer and a meeting right before the Fall 2015 semester begins in August.









What challenges might you encounter and how will you address them?

I think the biggest challenge is ensuring that all the instructors are comfortable using Wordpress. I am still learning this tool and, for Prof. Mason, there is definitely a learning curve and it would be very beneficial for all the internship classes to attend an OpenLab workshop together, perhaps a part of a wider department initiative.

The other challenge is, as ever, time. Our department has many initiatives going on at once, relating to the new department name change, the new CDMG curriculum being rolled out in Fall 2015 and the NASAD accreditation process.

I definitely plan on applying for summer salary for this course for both myself and Prof. Mason to work together on the site and the plan for an internship orientation and other resources that will help our students find better placements. We want to work on outreach to local businesses, the Brooklyn Tech Triangle and the new Career Placement office to expand the internship opportunities for our students. These initiatives are best worked on over the summer when there is time to meet without current classes, etc.

Needs:

• Is there anything you need from stakeholders in your department, at the College, and/or from the Living Lab project team to make this effort successful?

I think the thing I need most are samples from strong models in the college of learning communities and course coordination sites here at CityTech to review and adapt for our department. I'd also like to connect with departments with strong internship programs to review their internship supervisor evaluations, assessment practices and how they handle maintaining and expanding internship site placements for their students. I'd also like additional OpenLab/Wordpress training for adjuncts and faculty that was held in the COMD Department—for example, during club hours.









Section 2: Proposed Course Redesign

Please complete the following proposed redesign template and prepare it for peer review (Milestone 3) and for review with your department chair, the course coordinator and other key stakeholders as appropriate (Milestone 4).

General Education SLOs:

Which of City Tech's <u>General Education Student Learning Outcomes</u> will be incorporated into the course?

Communication

Communicate in diverse settings and groups, using written (both reading and writing), oral (both speaking and listening), and visual means, and in more than one language

Information literacies

Gather, Interpret, evaluate, and apply information discerningly from a variety of sources.

Professional/Personal development

Demonstrate Intellectual honesty and personal responsibility.

Discern consequences of decisions and actions.

Demonstrate intellectual agility and the ability to manage change.

Work with teams, including those of diverse composition. Build consensus. Respect and use creativity.

How will this be done?

The Communication aspect of the class will be done in several ways:

- Through keeping an online journal on the Open Lab about their internship experience, two industry events they attend and through developing their presence on the social media site Linked in.
- 2. Through discussing in class meetings about the readings assigned for class that directly relate to their internship settings, their future job searches and the resources for lifelong professional learning that the class explores together.
- 3. The final two weeks of the class are devoted to hearing classroom presentations from each other regarding their internship experiences.

The Information Literacies objective will be developed in this class by:









1. As part of their learning journal, students are required to provide research on the company they are working using Lexis-Nexus and other industry databases. They are also introduced to the U.S. Bureau of Labor Statistics and the NY State Bureau of Labor regarding their profession as well as other professional resources they can utilize in their future job searches and for negotiating with employers and future clients regarding salary, benefits, etc.. They are also introduced to industry databases such as Redbook to client research to find key information about ad spending in specific categories, etc.

With regard to Personal/Professional Development, because this is an internship class that requires students to find and interview for a position in the field and then work for 120 hours at that position, the students will be demonstrating their personal responsibility by fulfilling their hours within the allotted timeframe and performing the work required of them by their supervisor on deadline and to the supervisor/company's expectations. They will be working in teams on these worksites and they will also be expected to change their designs based on the supervisor's and clients feedback/ changing needs. The internship is a very important capstone experience for our students as it puts them into the "real world" before graduation and they experience first-hand developing creative graphic design solutions not for class projects but for work that will be produced in print or for the screen for companies/clients. Students generally find that the pace of work that is demanded is these spots is much faster and more intense than that expected in the classroom and they learn to adapt and change to these demands.

High Impact Educational Practices:

Which of George Kuh's High Impact Educational Practices will be incorporated into the course?

☐ First-year seminars and experiences	☐ Common intellectual experiences (core curriculum)
X Learning communities	X Writing-intensive courses
☐ Collaborative assignments and projects	☐ Undergraduate research
☐ Diversity and global learning ("difficult differences")	☐ Service- or community-based learning
X Internships	X Capstone courses and projects
How will this be done?	









Work Plan

Open Digital Pedagogy on the OpenLab:

How will the OpenLab be used in the course?

Open Lab will be used in the course for communicating with internship students throughout the semester, for the instructor to post weekly information, readings and assignments and events around town relevant to class discussions. Early in the semester, it will be used as a tool to inform students about available internships.

Place-Based Learning:

How will place-based learning be incorporated in the course?

One of the most important goals I have for this class is to ensure that our students become more comfortable networking and presenting themselves to the world, both online and in person. This will allow them to build their professional network before graduation and also enable them to find venues for lifelong learning beyond CityTech. To that end, I am encouraging them to attend industry events regularly that connect them to the professional advertising and media industry, as well as the local art scene here in Brooklyn. This semester, they were required to attend at least one event at the Brooklyn Tech U this week and they will also be attending the Brooklyn Waterfront Research Center's Spaces & Places: Art Along the Brooklyn Waterfront. They will also be required to go to an industry networking event in Manhattan hosted by a professional association such as the In the House Museum presentation sponsored by the AIGA at Parsons on March 26th-- https://openlab.citytech.cuny.edu/goetzcomd4900spring2015/

I am also trying to arrange for a tour of Flavor Paper for my internship class this semester and have the students visit the Immersion room at the Cooper Hewitt National Design Center which has digital tools to review the museums's wallpaper archive and then allows students to create their own samples digitally.

Assessment:

How will outcomes be assessed for this course? What measures will you use? Please describe.









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There is a supervisor evaluation that is used to measure the student's Professional and Personal Development over the course of their internship and this represents 60% of a student's grade. We are still exploring improving this evaluation but I will bring in the current one for review and feedback.

The remaining 40% of the class is based on an evaluation of the student's writing on their openlab blog (30%) and their presentation to their classmates (10%). This is graded by a rubric I developed and then reviewed with Prof. Mason. These rubrics are being used in my class this semester and we hope to use them in all internship sections in the fall. I will bring them in for discussion.









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Section 3: Implementation Plan

Please put together a plan that describes how you will implement the proposed course changes in your department. This will be due for peer review (Milestone 5) and for review with your department chair, the course coordinator and other key stakeholders as appropriate (Milestone 6). The plan should list tasks, due dates (Spring, Summer, and Fall 2015), and deliverables (please adjust the format below to meet your needs).

Proposed Approach:

Describe your approach to the implementation. Make sure to address the "Things to Consider" you identified in Section 1 above.

Part of my approach has already begun this semester by enriching the openlab internship site I began last semester and by creating a site that the students are finding compelling with regard to resources etc. Prof. Mason has also created a site for his course on Openlab but know I need to work with him so that we can both be using the same course coordination site and then customizing it for each semester. Prof. Mason and I plan on meeting again in April after Spring Break (and after our accreditation visit from NASAD!) to go over WordPress.

I have also already invited both of the other two internship instructors to my site.

I will be sending them both an email before Spring break to try and schedule a meeting to get their input into developing the course coordination site and also informing them of the rubrics and the necessity of students creating a journal on the openlab of their internship experience.

Needs:

Is there anything you need now from stakeholders and/or the Living Lab project team to make this effort successful?

Right now, I would like to offer the openlab hours up to Prof. Mason and the adjunct staff of the course to help them get any assistance they need regarding Wordpress. I'd also be interesting in having them be invited to a living lab session so they can hear about intiatives around the college similar to this one.









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Tasks & Due Dates:

Tasks	Due Date	Status
Continue Work on Course Coordination Site, Meeting with Open Lab Team to go over best practices with Wordpress.	August 27th	Work has already begun on this and now it is a matter of adding the research and materials to continue to develop it further and make it more informative for students. Summer salary is for this work. 10 hours the week of August 17 th to the 21 st .
Organizing and Extending the list of internship sites so that this database can be shared with our industry relations chair for our COMD portfolio reviews and other department initiatives. As part of this, current internship documents would be converted to online forms for easy storage into a database of contacts.	August 27th	This process of collecting the data in paper form I have already begun. Now, I need to make it into an excel database and convert the supervisor evaluation documents into PDF online forms. Summer salary would for beginning this work. 10 hours the week of August 24 th to the 28 th .
Plan Second Internship Orientation, including design for screen saves and posters	September 15th	Discussions begun already with COMD faculty involved in developing the screen savers, etc. and email already sent to try and schedule this meeting with current internship instructors.
Internship Orientation	October 15 th or the 22 nd	Have already discussed this date with COMD chair Prof. Biehl . Need to discuss with Prof. Mason









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Deliverables Checklist:

Deliverables must include a revised course syllabus and one or more completed Living Lab activity templates. Additional materials might include: OpenLab site, assignments, rubrics, samples of student work, teachers guide/notes, sample lesson plan(s), agendas for faculty training meetings, etc.

Deliverable	Due Date	Status
Completed Course Coordination Site For summer week of August 16 th – 31st	August 27th	Work has already begun on this and now it is a matter of adding the research and materials to continue to develop it further and make it more informative for students during the period of August 16 th to August 27 th .
Learning Journal Writing Guidelines		Already completed in fall and revised for Spring, might revise one more time based on feedback from other internship instructors. But already provided to all instructors as a model
Learning Journal/blog rubric with Prof. Mason's input		Already completed. Will tweak over the summer.
Presentation Rubric		Already completed
Internship Supervisor Evaluation Revised	August 27th	This needs to be worked on during August 16 th to the 27 th and revised for more informative feedback to the department regarding our student's performance at the internship.









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Section 4: Redesigned Course

This will be due for peer review (Milestone 7) and for review with your department chair, the course coordinator and other key stakeholders as appropriate (Milestone 8). Please ensure that Sections 1-3 are updated, and attach the final revised syllabus, completed Living Lab Activity Template(s), and other materials identified in the checklist above.

Reflecting on the Redesign Process:

Describe successes and challenges that you encountered during the redesign process. What lessons learned can you share? What could you and/or the Living Lab project team have done differently?

The biggest challenge was connecting with adjunct instructors as this type of change happens best with face to face contact and with disparate adjunct schedules, face time in hard to arrange. I would have reached out before the semester began had I realized this earlier. I also think inviting the adjuncts to a living lab session would have been a great idea to get them more excited and energized about what other departments are doing on the openlab.

I also think it would be good for internship courses across the college to discuss needs/challenges as there may be a way to learn from each other but also streamline this process for all students.

Looking Ahead to Fall 2015:

How prepared do you feel for implementing the redesigned course in Fall 2015? What challenges do you anticipate and how does your implementation plan seek to address them?

I feel fairly confident about the implementing in my own sections and am hopeful that the adjunct instructors will use the new internship coordination site. I think it will again be challenging for all the instructors to meet to discuss changes so I am trying to arrange those meetings in August and also working on connecting and expanding our internship contacts.

Needs:

Is there anything you need now from stakeholders and/or the Living Lab project team to make this effort successful?

More incentives for adjuncts to join/gain understanding living lab and of different pedagogical approaches whether that is through simple things like lunch sessions or dinner sessions or promotional materials or computer training—anything to get them engaged in this type of change.









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Section 5: Post-Implementation Analysis

This will be due at the end of the Fall 2015 semester. The course syllabus, Activity Template(s), and other materials should be updated to reflect lessons learned and recommendations.

Reflecting on the Implementation Process:

Describe successes and challenges that you encountered during the implementation process. What could you and/or the Living Lab project team have done differently?

As discussed in this document, I did create a whole separate Internship Coordination site for the Department and the link is here to the site:

https://openlab.citytech.cuny.edu/comd4900internship/

I have also publicized this site with the students and with our faculty using the COMD facebook page to let students know about the information on the site and jobs that I post on the site. I didn't really redesign the syllabus—I simply created a site online that encapsulated for department students all the information about the internship and key resources they needed to find jobs along with writing resources, etc. We did also create a database in excel of all recent placements of students at different companies and have implemented a procedure to now scan all paperwork from each students regarding placement so we can continue to add to this databse. This excel database was provided to our Portfolio Review Coordinator, Professor Hitchings, as per my work plan goals, so that these supervisors were invited to the department's Portfolio reviews this past year. However, only a few came and I believe in future years, we need to have the interns themselves hand the invite to their supervisors or send it electronically to make that connection firmer.

Earlier in this document, I discussed the challenges of having other instructors coming onboard with this model and I have some success with this. I did receive a formal letter from one of our long-standing adjuncts (attached with this work plan) that notes that she had been very pleased with the changes to the internship course and she noted that the change from a printed journal to a blog has been very beneficial for the students. Although this adjunct continues to use Blackboard, she is using openlab in tandem with it and this has been a model that has been successful for her in working with the students.

Professor Mason, who was the internship director for the COMD department, is retiring this academic year and so will not be returning in the fall. But Professor Mason did ask that I take over as the course leader for the department's internships and so I will have this new role officially in the Academic Year 2016-2017. I do not believe Professor Mason would have asked me to take over this capstone course unless I had done this fellowship and used Openlab to









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initially do a blog instead of a journal and then move from that initial idea to a Course Coordination Site.

Another success I had was when the Openlab team this past semester spotlighted a student's blog from my course and then, after I had presented at the March 30th Tech Day, the openlab team then asked to spotlight the COMD internship course Coordination site. (slides from my presentation attached at the end of this document)

What is even better about this spotlight feature is reading about the student response to being featured—see the link at https://openlab.citytech.cuny.edu/rbayron-eportfolio/academics/internships/week-6b-in-the-spotlight-feature/ about how this student was inspired to write more based on the spotlight's review of her work!!

This was an important publicizing of the site and it made me realize that I need to do more work in getting the word out to students about the site through channels beyond our facebook page and that the broader college community being more aware of the site will translate into more COMD students being aware of the site.

With the new role as course director, I feel that I can continue the work on the COMD Internship coordination site and improve it. I still need to create an FAQ section on the site and I need to work on the Supervisor Evaluation Sheet to improve that. This is an area not yet done because we developed a Professionalism Rubric for the college wide assessment and I am looking to get that data first before adjusting the current Supervisor Evaluation form.

I have also been expanding the department's connections in industry and will be adding scholarship information to this site as well as more information about job sites.

Analyzing Results:

How successful were the changes you implemented and why?

I think the changes I implemented have been very successful in improving the department's internship experience for the students and making the writing intensive aspect of the class more relevant to their future careers.

As mentioned, I have had positive feedback from fellow staff members and students about the course coordination site.









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However, I feel there is much more that needs to be done and, in particular, this relates to situating this capstone course at a different time in a student's timeline here at CityTech. Many students are taking Senior Project, Internship, and Portfolio together in one semester and this is NOT a good recipe for success. So, the goal I see it as to continue to educate students through better advisement and better information about all three courses.

To that end, I am also now a designated department advisor among our full-time faculty who now has additional advisement hours each semester to work with students on issues related to course selection, etc and as part of that process, I do inform students about the site and the importance of internship, as well as other capstone experiences.

Lessons Learned and Recommendations:

What lessons learned and recommendations can you share to guide others engaged in similar course redesign efforts?

I think the number one lesson I learned is, what while is important to work with fellow faculty in redesigning a course, I would next time do a student survey on all students taking a particular course before redesigning it. I continue to learn from my internship students about how best to keep morphing and adapting this course and I think a student survey is a key component of any redesign. The problem I see is that the student survey should just be done through Blackboard NOT through AIR as working through that department adds a whole layer of complexity and bureaucracy that would impede the process. I am talking about a less formal department-level survey process.

I also think that I learned a great deal from the experiences/examples of fellow living lab instructors and I think the spotlight tool on OpenLab has been a GREAT feature as I've seen sites like Jeremy's biology OER site and venues for publicizing work like that in the college are very important.

I also think that the better one can foster relationships with adjuncts before redesigning a course site, the better off one will be. I didn't know Stella Nicolau, for example, before redesigning this site. The COMD department has 90+ adjuncts so it is very hard to develop relationships with them but if one plans on doing a redesign, lunch and a few social engagements beforehand is a good idea.

There also needs to be some carrot for adjuncts and other full time faculty to adopt the practices one wants them to and sometimes the carrots are not always easy to identify. But in the case of Stella (and most adjuncts) is when you can make changes that they can readily see are beneficial for students.









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I also think that one needs to be very aware of how any course one redesigns sits into the overall framework of the curriculum as a whole. This may seem obvious but as I noted above, you might not be aware of key aspects/challenge for students within this course in light of the sequence of courses the student is taking. So, for example, the biggest challenge in many ways COMD intern students face is taking this course with too many other capstone courses and so getting an internship becomes such a time crunch and this takes away from getting the full benefit of an internship placement. The COMD Internship Coordination Site by getting information to students about internship as early as sophomore year hopes to address this and so getting involved in advisement is key here and reaching out to ASAP and the PDC is also key, institutional resources outside the department.











The City University of New York

Department of Communication Design & Communication Design Management

Date: May 4, 2016

To: Tanya Goetz

From: Stella Nicolaou

RE: Appreciation for Innovative Contributions to our COMD 4900 Internship Course

Hi Tanya, please accept my belated congratulations on a great and informative presentation on using Open Lab for our COMD 4900 Internship course on March 30, 2016, *Tech Day @ City Tech.* Also, it was very nice of you to come in early to support my presentation on *Teaching Internship Online*.

I would also like to take this opportunity to express my appreciation on your efforts on updating our COMD 4900 Internship Course by replacing our print media Internship Journal with a blog in Open Labs. The blog concept is appropriate as it is a digital format and one that fits the students' professional preparation. Additionally using the blog format in the Open Lab Online Platform has allowed students to focus on content and design without concern about turnaround time on printing and costs associated with it.

Additionally, your development of our Open Lab Site for continual access to internships is extremely valuable and eases student search for the right one in preparation for the course.

Your upcoming addition of a section on Scholarships will further enhance the availability of supportive options for our students.

The link to our Internship Site is posted in all my courses on Blackboard.

Again, thank you for your collegiate support and helpful and innovative contributions to support our students.

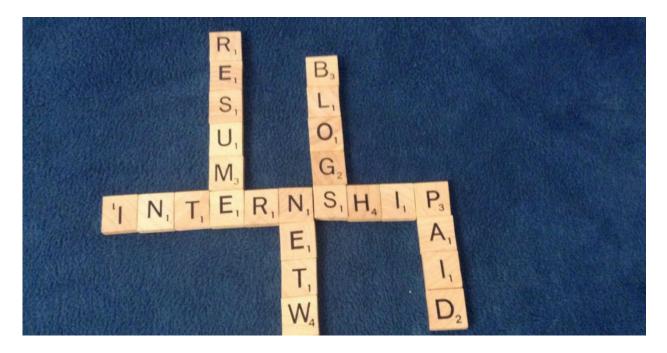
Sincerely,

Stella

Stella Nicolaou Adjunct Associate Professor COMD/COMDM Department NYCCT/CUNY snicolaou@citytech.cuny.edu (917) 881-1102



In the Spotlight: COMD Internship Coordination Site



It's that time of year when students are searching for internships. Luckily, Prof. Tanya Goetz's Communication Design Internship Coordination Site is a one-stop shop designed to help students in the COMD Department find internships to meet fieldwork and study requirements. These internships can include placements at advertising agencies, graphic design firms, corporate design offices, and more. The site is self-explanatory, with pages for necessary internship documents, links to resources and databases for finding an internship such as the City Tech Professional Development Center, support for student networking, and resources for both academic and professional writing. Have no fear, students. The COMD Internship site is here.

1/1