

WPUNJ Professional Communication's

A DECADE IN DEDICATION

THE 10TH ANNIVERSARY EDITION





College of the Arts and Communication

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2019 Survey in Professional Writing Class
Contributors

LETTER FROM THE OUTGOING GRADUATE DIRECTOR

A decade ago, in September of 2010, our graduate program in Professional Communication opened its doors. At the same time, I joined William Paterson University and began my career. For the past 10 years, I have observed the evolution of the program and the growth of our students. It has been a meaningful journey, and I am delighted to celebrate the tenth anniversary of our program and share our stories in this special issue of the newsletter.

A lot can happen in a decade. We could not include every single milestone in this newsletter, but the stories shared here show us how much we've grown. You can learn how our journey began by reading the interviews of the PCOM program founders. The testimonials from alumni and current students tell us that our program and faculty have truly influenced the lives of our students. The several events our program has hosted including the NJ Social Media Summit, Facebook/Instagram field trip, and Dinner & Discuss events show that the PCOM program has continued to evolve to provide students with the highest quality of education and various learning opportunities. The stories of international and non-traditional students suggest that our program has helped students from diverse cultural and professional backgrounds. We have built a strong community over the past decade and you can find the congratulatory messages from the people of PCOM on the #WeArePCOM pages. This year, we have been confronted with an unprecedented crisis. Due to COVID-19, the university closed its campus and all classes and activities moved online. Despite this pandemic, the PCOM Class of 2020 completed their Master's projects and successfully

presented their work at our first-ever virtual Master's Project presentation event. These students showed #PCOMPower and reminded us that regardless of challenging circumstances, PCOM will continue to thrive. Their stories and the interview of our new director, Dr. Owlett, are presented on the last pages of this newsletter.

Over the past decade, the field of communication has gone through many revolutionary changes with technological advances; we have witnessed how emerging technologies have changed the way we communicate. Since its launch a decade ago, our graduate program has helped students strengthen strategic communication and leadership skills to meet the evolving marketplace demand. Our graduates are now actively taking part in various communication fields including marketing, public relations, social media management, human resources, hospitality, and higher education. The success stories of our students call for celebration, and also for forward-thinking, as our greatest accomplishments still lie ahead of us.

I truly appreciate all the people of PCOM who have contributed to and supported the program for the past 10 years. While reading this special issue, I hope the people of PCOM can recall special moments with this program and prospective students can learn more about it. Congratulations to PCOM and I am looking forward to the next 10 years of #PCOMPower!

Angie Yoo, Ph.D., Outgoing Graduate Director.



LETTER FROM THE NEWSLETTER EDITOR

During my Ph.D. program, when I was studying how to conduct historical research, I was struck by an African proverb in an assigned reading from one of my courses: “Every old man that dies is a library that burns.”

The axiom captured the urgency of documenting the past. History reminds us how we became who we are – as citizens, as communicators, and, at William Paterson University, as members of a community dedicated to lifelong learning.

Our graduate program in Professional Communication is marking its tenth anniversary, and we have put together this newsletter to ensure that our library will never burn.

I teach a course named Survey of Professional Writing, in which students refine their writing and research skills to help them advance their professional and scholarly aspirations. Last fall, my class set out to tell the stories of the people of PCOM. They interviewed the professors who conceived the curriculum and shepherded the program through its growing pains over the last decade.

They contacted alumni who have gone on to success as public relations practitioners and scholars. They spoke with current students who are charting their own paths based on the knowledge they are gaining in Hamilton Hall.

In these pages, you will hear from graduate students of all ages and genders and professional backgrounds, from around the world and from our backyard in New Jersey. You will learn how graduates have parlayed the skills they learned in our classrooms to start a social media business and teach college courses and work through a Ph.D. program. You will discover how our faculty channeled their experiences at top research universities, news outlets, and public relations firms to create a balanced mix of courses, and how we develop new offerings to match the evolving nature of communication, such as a graduate internship that lets students take advantage of our location near the media capital of the world.

The last decade has witnessed remarkable changes in how we communicate. Smart televisions, streaming services, and social media have become commonplace in our homes and offices. The phones in our pockets allow us to access more than previous generations could have imagined. No one knows for sure what life-altering technology will enter our worlds next.

We can best celebrate the first decade of the program by building upon the foundation that our faculty and students have laid.

Here’s to the next ten years!

Nicholas Hirshon, Ph.D.

FOUNDERS

By Chris Trembath

Dr. Joann Lee has the exemplar resume for anyone in the news business: a correspondent for CNN, the founding director of a journalism program within the City University of New York, and the dean for the journalism school at the University of Nevada.

Those industry experiences factored into her development of the Professional Communication program at William Paterson University in 2010.

“I’d seen journalism from both sides, in the professional world and then in academia, and I wanted to build a program that would combine both disciplines to prepare students for this new media world,” Dr. Lee said.

In creating the program, Dr. Lee (at right) saw the need for a curriculum that would bring together the tenets of scholarly research traditionally associated with graduate study with more applied concepts to reflect employers’

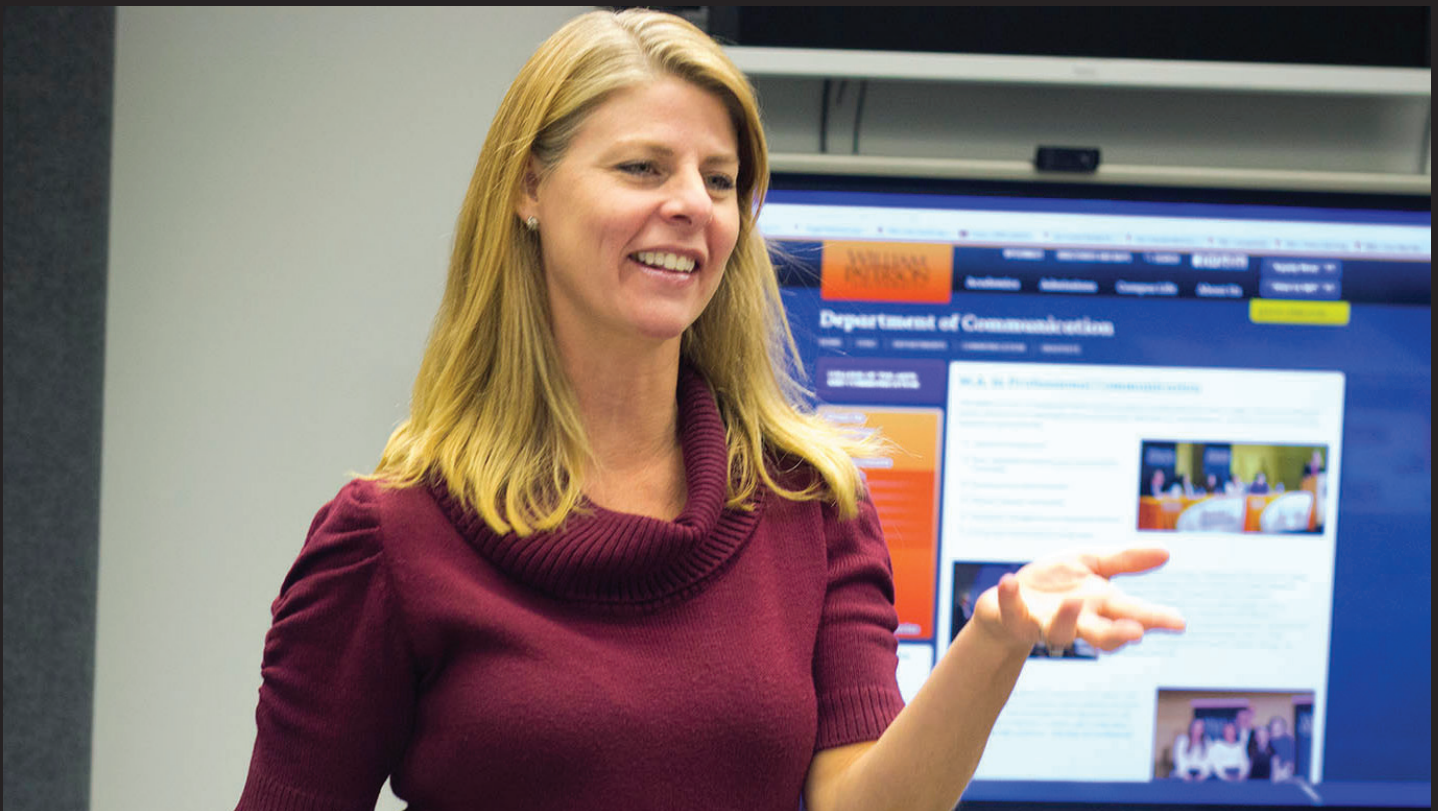
demands in a changing communication industry.

“We were very tuned in to understanding what the marketplace demanded of graduate students,” Dr. Lee said. “That meant in order to offer a certain kind of class, we had to be sure the students were being introduced to concepts that they could use in the industry.”

One of those concepts was social media.

At the time, Facebook was only six years old, and Twitter, YouTube, and Instagram were just appearing on the horizon. Dr. Lee said she believed a new generation of students would need to know these emerging modes of communication.

With the help of Professor Lorra Brown (below), a former senior vice president at Ogilvy, one of the top advertising firms in New York City, the two created a curriculum that would help students adapt to the new web-based landscape.



“We decided that in order for us to help our students change their careers, to compete in their current career, or go on to doctoral programs, they needed to have the versatility to work within a newly digitized and ever-changing space that had multiple channels of communication,” Professor Brown said.

Of course, newly acquired knowledge is only useful if it can be showcased to prospective employers, and the PCOM program prepares students with a portfolio of work to enhance their resumes.

“We have a great track record of alumni who have produced materials in our program that helped them obtain raises at their current profession or to change careers and be more marketable,” Professor Brown said. “So students come out of the program with a portfolio of work ready to be used in a professional setting. That’s something a lot of graduate programs don’t necessarily do.”

Another program originator, Dr. Casey Lum (at bottom right), who has experience creating networks between Asian and American cultures as an international education consultant, underlined the power of networking.

“When you come to the program, you will be with peers and professors who are currently working in the field,” Dr. Lum said. “So, in addition to acquiring skill sets from the coursework and research, there is the opportunity to build a personal network in the professional field. We have professors who have been executive directors of major corporations, vice presidents for PR and marketing firms, and a host of working alumni who return to the program to teach and impart their knowledge.”

But for all that a well-designed communications program can offer, it must be able to adapt to companies’ future needs.

“We see a need for classes that address the advertising element of social media, so from that perspective we’re looking at the e-commerce and marketing of social, as well as the ethics behind it,” Professor Brown said. “We’ve successfully embedded those concepts into our current curriculum, but we’re actively developing courses that can incorporate all those elements of social media evolution.”



PIONEERS

By Patricia Pereira Teixeira



Graduates of the inaugural class of the Professional Communication program are now working professionals in an array of businesses including marketing, human resources, and higher education.

John Murphy '12, as well as some of his former classmates, saw his path changing a lot, enrolled in the recently unveiled PCOM program, and found his career.

Murphy's biggest concern during the program was to get the necessary experience in his field. He found the opportunity to intern at Today's Business, a digital marketing agency. Today, he sits as the company's VP of client services.

Sean Donovan '12 also made use of the knowledge from the master's program to build his career that he focused in business.

"The program was a good opportunity to understand different aspects of a company on a daily basis," he said. "The program was also well-rounded in business, which opened my idea of what I wanted to do."

Since then, Donovan worked in a client manager position, developing and implementing business strategies, training people, and creating marketing plans.

"[The professors] were dedicated and always willing to help," he said. "For me, having to work all day and then commute to school after was an issue, but the flexibility and understanding of the professors made it possible."

Migdalia Salcedo-Romano '12, from the Dominican Republic, remembered her experience with joy and gratitude. Having Spanish as her first language, she was reminded that those scary presentations are in the past now.

After graduating she worked as an adjunct professor at Passaic County Community College where she taught mass media communications, ethics, and video editing. Today, she works in property management, dealing with loan contracts and client negotiation.

Another alumnus who endorses the benefits of investing in a Master's degree is David Monti '12, sales manager at TriNet Human Resources.

Shortly after joining the program, Monti was offered an opportunity to work in the university's marketing department. Soon after, he found work as a social media coordinator, digital advertising analyst, and sales communication specialist, all positions where he was able to apply the program's teachings on a management level.

For Michael Frodella '12, his Master's was the best thing he did in his career. He thanked his wife, Sylvia Lasalandra [who received a B.A. in Communication Studies at WP], as the one who interested him in the program.

Frodella remembered that the aspects that mostly attracted him to the program was the fact that he could still work, manage his family, and study at the same time.



IZABELLA BRAY '13

Bray values how the PCOM program prepares students with the skill sets needed to effectively penetrate and dominate the increasingly dynamic workforce. Specifically, Bray learned to use tools such as Google Analytics and Ad Words in one of her courses and applied those skills to help market and advertise her freelance social media management business. Today, Bray has taken her passions and experience to California as head of startup partnerships at an AI and cloud-based business platform company, Dialpad, in San Francisco.



DANIEL BAKER '13

After graduating from the PCOM program, Daniel Baker found his way in the higher education field as an adjunct professor and later an assistant director of event management in the admissions office at WP. Since graduating, he's gone from counseling prospective and current students to supervising and executing interactive, recruitment events such as Pioneer for a Day. Baker credits the Professional Communication program, especially the Leadership and Teamwork course, for helping him recognize his strengths.



LINDA ZANI-THOMAS '17

Two years after graduating, Linda Zani-Thomas was able to turn her 2017 Master's thesis titled, "Disaster Contingency Planning and Crisis Management: A Case Study on the Strategies and Tactics used by Morgan Stanley in the World Trade Center Terror Attacks," into a complete curriculum for the Crisis Communication class she teaches at Montclair State University. In November 2019, she invited Susan Rescorla, the wife of fallen 9/11 hero Rick Rescorla, to speak to her students on the gravity of crisis communication and how the skills that her late husband used every day saved 2,700 lives.



JACLYN ANTONACCI '16

Antonacci started her career at WP as a print journalism and media studies undergraduate student, and she worked closely with TwillyP, the university's social media platform for student-based content. Shortly after graduating, she joined the PCOM program to learn more about social media and its related fields. Through what she learned in her classes, Antonacci applied her knowledge in social media and was hired as the online marketing Coordinator for WP in February 2016. She also currently works as a WP adjunct professor teaching digital and social media communications.

By Imani Brown & Michele Ciz

ALUMNI

One evening at a party in 2019, Patricia Teixeira met a woman that shared her Brazilian heritage. Teixeira had been in the United States for over three years, working as an Au pair. Her new acquaintance worked at the United Nations headquarters in NYC.

Teixeira started to imagine, “If I left Brazil and somehow ended up working at the United Nations for one of their projects in communication, I would be like ‘Wow.’”

Many students attend graduate school to enhance their marketability and gain more knowledge in their field. Teixeira, 28, came to the U.S. to learn English through an exchange program. While in Brazil, she earned a bachelor’s degree in journalism and after coming to the U.S., she received an associate’s degree in marketing from Bergen Community College. Teixeira said her professors have helped her understand the news media in the U.S.

“Their experience is something really valuable, especially for me, who doesn’t have any background in the media in the United States,” she said.

As undergraduate students at WP, Luzaidy Calderon and Nasia Quinones wanted careers in the communication industry and, when offered graduate assistant positions last spring, they decided to return.

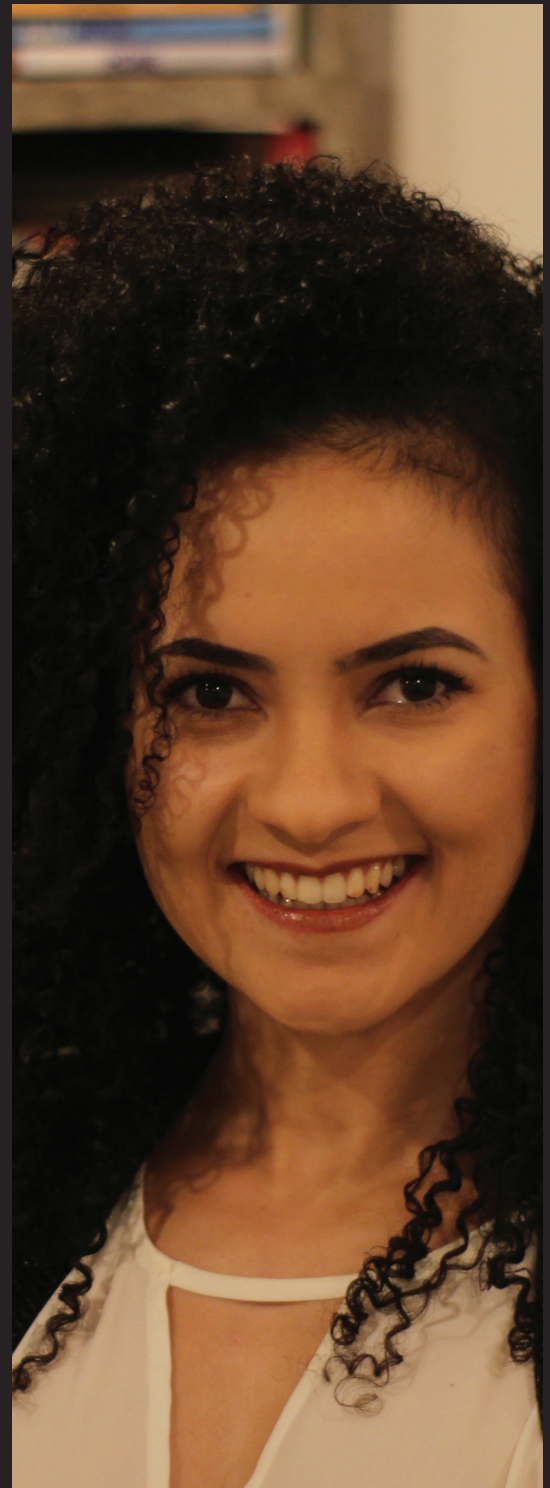
Calderon, 22, graduated in May 2019 with a B.A. in Communication with a concentration in PR. As a first generation college graduate, she sees this as “paving the way” for others in her family. Calderon is interested in digital marketing and social media and would like to create content for female-owned businesses.

Quinones, 25, originally a biology major, decided to switch careers after taking a social media class in her first semester at WP.

“You scroll through social media and don’t realize that it’s not just for posting a picture for the likes,” she said. “It’s actually useful for businesses.”

While many students attend graduate school within a few years of obtaining their undergraduate degree, some return many years later. Ann Shannon, 53, spent years raising her children and running daycares. She said she feels the PCOM program would help her reach her goal of working for a company that is interested in environmental or social justice issues.

“I’m kind of excited to do something career-oriented, to have an influence in the world now,” she said. “And I feel this program is equipping me to move in that direction.”



EVOLVE

By James Dicairano



Students and faculty visited the New York City Facebook and Instagram headquarters in January 2019 to learn about the history and workplace culture of the social media platforms.



Our PCOM students now have the opportunity to intern for graduate credits. This opportunity allows students to gain industry experience while working with professionals in the field.



Each year, the PCOM program hosts its Dinner & Discuss event. This networking mixer allows students and faculty to interact in a casual setting.



The NJ Social Media Summit has provided an all-day event that provides students, scholars, and professionals the opportunity to network with industry leaders and learn more about the ever-growing technology.



ANDREA CABRERA- POMBO

Furthering my education and shifting careers within the communications field was my goal when I decided to pursue a graduate degree abroad. Beyond what I have learned from my courses, the program has provided me with networking opportunities and valuable career advice from professors. This helped redefine my professional goals as I grasp the vast array of communications jobs that are available in the US.

I highly appreciate the size of our classes, which allows professors to give one on one feedback or even modify the syllabus according to our professional aspirations. As a result, I've become more strategic in the steps I take towards my short and long-term goals as a communications professional.



PATRICIA PEREIRA TEIXEIRA

The idea to enter a Master's program in communication sounded really crazy for me at the beginning. English is not my first language, I have never worked with communication in the U.S., and the lack of context about how to do communication here were some of the challenges that I knew I would always face. But those are also the reasons that made me choose the PCOM program. And I am very grateful to have encountered a great team of professors to help me to overcome those limits. Along with a diverse set of classmates with different backgrounds and a meaningful structure of the subjects we learn in class, my experience has been great.



MANAL ALNEFAIE

The PCOM program has enabled me to further my skills in an array of communication methods that are used in my daily life at work and college. My favorite part about the PCOM program is the personal interaction between professors and students. I found that time spent among my colleagues and professors very valuable as I gained hands on experience in improving the way I communicate with others.

GLOBETROTTERS

CHANGEMAKERS

By Ann Shannon

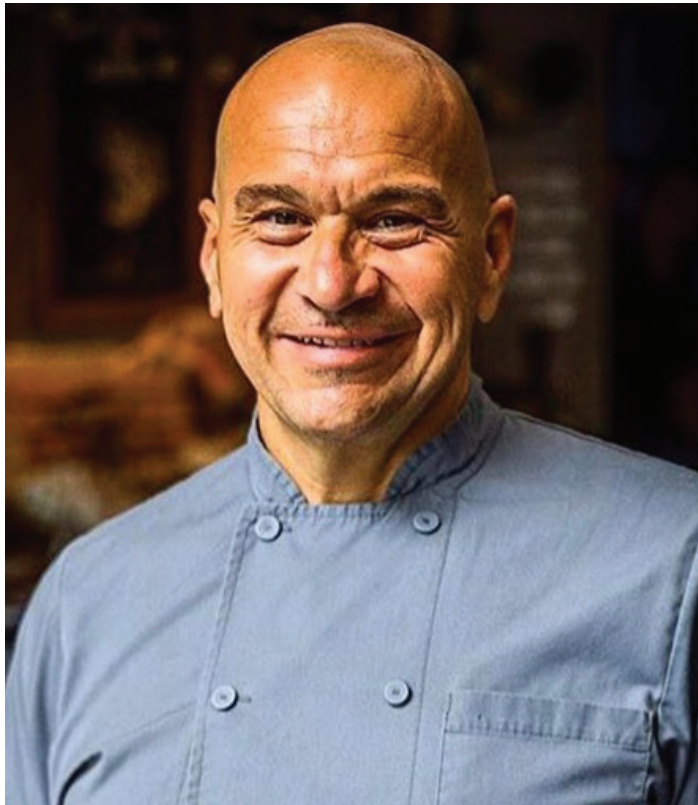
Mike Frodella '12 had been successfully working as executive director of a private dining club for three years when he realized he didn't feel challenged anymore. That was when he learned about the PCOM program.

"The PCOM degree was challenging, updating me for the new marketing approach, as opposed to trying to figure it out on my own," Frodella said. "It gave me an overview and understanding of the new social media environment and helped me to not be intimidated by it."

Today, Frodella (below) credits the success of his restaurant, H2Ocean in Cedar Knolls, to the social media marketing skills he gained during his time in the program. Additionally, Frodella is an adjunct professor at Montclair State University where he combines his academic and restaurant experience to teach a course on food and beverage management.

Frodella's career trajectory is exactly what Professor Lorra Brown had in mind when she helped develop the program. "Returning professionals were one of our highest priorities," she said.

Another returning professional, Chris Trembath, said he was looking for a Master's degree that would help him update his skills and change careers. No longer content doing IT desktop support, he returned to the university where he earned his bachelor's degree in 1992.



"I had a certain expectation coming back with the mind of an undergrad then realized it was so much more like work and has pushed me to become so much better," Trembath said. "The program, as a whole, has enhanced my appreciation for continuing education."

Trembath complimented the variety of courses within the program. "It gives you exposure to many different disciplines you can use on a resume or in a job interview," he said.

Students in the PCOM program work with their advisor to build a plan that will fit their needs both professionally and academically. Courses are designed to enable students to forge connections with alumni and other practitioners throughout the communication industry.

"This lets students graduate with a custom portfolio of work, published articles, and real-world projects they can show to potential employers, showcasing the skills they've learned in the program," Professor Brown said.

The program's flexibility is optimal for working mothers like Johana Caba (above), an Essex County social media coordinator that juggles work, school, and raising a preschooler.

"I really like that the professors are personable and truly care about making this journey work for you," she said. "Otherwise, I would not be able to complete the program in two years."

One of Caba's final projects was a marketing campaign for a startup she plans to launch after she graduates. "It's nice working on projects that mean so much to me and thanks to the adaptable curriculum my startup is better prepared for when I graduate," she said.

SCHOLAR

By Donea Gomez

As an undergraduate, Rebecca Costantini '16 always knew she wanted to pursue her Ph.D. although her direction only became clear to her after four and a half years of working in various editorial roles at academic publishing house, Wiley (Hoboken, NJ), and simultaneously pursuing her Master's degree. Her experience in the publishing industry helped her realize her passion to delve into the research-oriented, content creating, and teaching side of communication which she was able to develop during her time in the PCOM program.

Rebecca began her Ph.D. program in organizational communication at Texas A&M University in the fall of 2017, where she uses critical qualitative methods to research the communicative processes of organizational identity construction while investigating how geography impacts organizational identity. In a broader sense, Rebecca shares that her research considers "how and why reproductive health disparities are produced and sustained across gender, race, socioeconomic status, and geographic positionality."

In practical application, Rebecca's work aims to identify reproductive health disparities and stigmas that exist on macro- and micro-scale levels. Correspondingly, Rebecca is currently a steering committee member of the American Civil Liberties Union's Reproductive Freedom in Action Conference, an annual, Texas-based conference for student leaders and young professionals on reproductive rights, freedom, and justice.



While working in publishing and taking up her Master's, the PCOM program helped her develop in a practical and professional sense. A few standout moments Rebecca recalls are:

- Collaborating with Dr. Oh, who is now an assistant professor at Pepperdine University, to submit her first abstract to a professional conference;
- Working on her master's project with Dr. Yoo and learning what it takes to design and produce a research project from the ground up;
- Taking Dr. Ferris's Organizational Communication and Leadership & Teamwork courses as they opened her mind to the possibilities of becoming a scholar of organizing/organization;
- Working with Dr. Owlett to understand the labor and time it takes when prepping for teaching, specifically public speaking;
- And working with/seeking advice from Dr. Hirshon about the Ph.D. process after graduating PCOM.



For students considering a Ph.D., Rebecca recommends researching and digging into the programs of interest to "really understand how you potentially fit into the mission and research agenda of the program(s) and how you can build productive, collaborative working relationships with the professors in the program(s) is critical. Talk to the people you want to work with! Email them. More than likely, they will answer and will be happy to speak with you."

Other advice she has for Ph.D. seekers is to sincerely and honestly answer the following questions with absolute certainty:

- Am I willing to commit four to five years of my life to intensive reading, writing, and honing my research craft?
- Am I OK with the fact that the funding I receive (if I receive funding)—while generous and a privilege—may be financially limiting at times?
- Why do I want to pursue a Ph.D.? Am I pursuing a Ph.D. for the sake of having a Ph.D.? In other words, am I only pursuing the degree to simply see the letters “Ph.D.” appear at the end of my name?

Rebecca reveals her Ph.D. experience so far has not been easy. “There have been—and still are—many instances where my personal life is limited. This was especially true during the first two years of my coursework, which were demanding in every way imaginable. There are always multiple tasks hanging in the balance—teaching, research, dissertation, service, etc. That is the nature of the degree. I prioritize tasks according to importance and try to complete smaller tasks during the in between moments of the day, but every day

is different, so I go with the flow, roll with the punches.” Rebecca has been published twice in the Journal of Health Communication, received The Color Purple Award from the Organization for the Study of Communication, Language & Gender (2019), and recently received a top paper award from the Organizational Communication Division at the 2019 National Communication Association’s annual convention.

“There are always multiple tasks hanging in the balance - teaching, research, dissertation, service, etc. That is the nature of the degree”

TEACH

By Luzaidy Calderon



Dr. Choi joined WP in the fall of 2018. Given her unique background in advertising, she gives students a new perspective into their desired industries such as public relations, advertising and journalism. With her first-hand experience, Dr. Choi said she recognizes fields like public relations and marketing are becoming one. “We’re all under the same umbrella of integrated brand promotion and strategic communication,” she said. “It’s just different focuses and different channels. You need all of them so you need to know how to do all of them.”

Dr. Choi’s Integrated Communication class revolves around case studies on Fortune 500 companies, showing professional contexts and applications to students. Future professionals and scholars also come out of her class with an understanding of how to conduct research and create marketing campaigns. Dr. Choi believes these are essential skills that our students need to have to be marketable in both academic and industry jobs alike. Some students have described her class as “intense,” because of the workload and difficulty of the class materials. However, students have come back after graduating to thank her for preparing them for the real world. They said that Dr. Choi’s class equipped them with knowledge and portfolios they need to use throughout their future careers.



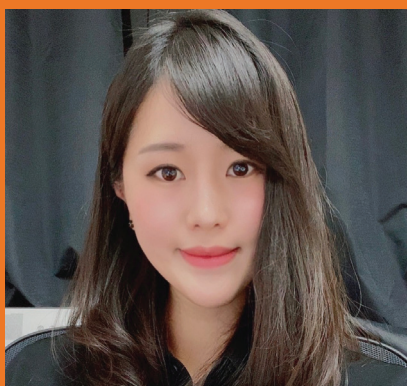
PROFESSOR ELIZABETH BIRGE

Professor Elizabeth Birge obtained her Master's degree in Newspaper Journalism from Syracuse University. Previously, she was a staff writer at the Daily Kos, the Chicago Tribune, and the Star-Ledger. Her work has appeared in the New York Times, Miami Herald, Indianapolis Star, Fort Lauderdale Sun-Sentinel, Chicago Tribune Magazine, and other publications. At WP, Professor Birge teaches Survey in Professional Writing in the graduate program.



PROFESSOR LORRA BROWN

Professor Lorra Brown received her Master's degree in Corporate and Organizational Communication from Fairleigh Dickinson University. As a professor, internship coordinator, and former senior PR executive, she has spent 25+ years providing career and management guidance to students and professionals. At WP, she teaches courses in PR writing, PR management, strategic marketing communication, and corporate social responsibility.



DR. JIN-A CHOI

Dr. Jin-A Choi acquired her Ph.D. in Advertising from the University of Texas at Austin. Her areas of specialization include Digital/Online Advertising, Celebrity Endorsements, Data Analytics, and Machine Learning. At WP, Dr. Choi teaches Integrated Communication, Research Methods in Applied Communication, and Public Relations Case Studies. Dr. Choi has published in top-tier, peer-reviewed journals such as the Journal of Media Psychology.



DR. MATTHEW CRICK

Dr. Matt Crick earned his Ph.D. in Media Studies from Rutgers University. He teaches courses in documentary, television and media production. His work with social media platforms, specifically YouTube, began in 2005 as the result of his doctoral research. In January 2016, Dr. Crick teaches Digital Communication Application which combines state of the art digital tools and current research in the communication discipline at the graduate level.



DR. SHARMILA PIXY FERRIS

Dr. Sharmila Pixy Ferris received her Ph.D. in Speech Communication from Pennsylvania State University. She teaches undergraduate and graduate courses in the areas of group, organizational, and technology communication. As her main interests are in organizational communication, and the study of technology and pedagogy, Dr. Ferris also consults with organizations like State Farm, AAA, BAE, RTP Environmental and others.



DR. NICHOLAS HIRSHON

Dr. Nicholas Hirshon earned his Ph.D. in Mass Communication from Ohio University and M.S. from Columbia University's Graduate School of Journalism where he also teaches. At WP, Dr. Hirshon teaches undergraduate and graduate courses in Communication Studies and Practice, Advanced Reporting, Journalism Field Study, Reporting Through Social Media and Survey in Professional Writing. He is also the faculty adviser for WP's chapter of the Society of Professional Journalists.



DR. JENNIFER OWLETT

Dr. Jennifer Owlett earned her M.A. from the University of Delaware and her Ph.D. in Interpersonal Communication from Purdue University. She teaches undergraduate and graduate courses in Communication, The Dark Side of Interpersonal Communication, Intercultural Communication, Public Speaking, Successful Business and Professional Communication, and Survey of Communication Studies and Practice. Her professional interests lie in her area of discipline, interpersonal communication within the contexts of family and health.



DR. DIANA PECK

Dr. Diana Peck received her Ed.D. from Columbia University focusing on Global Communication, Language, and Telecommunications. A recipient of WP's Excellence in Teaching Award, Dr. Peck has chaired the Communication Department twice. Her teaching areas include media industries, international media/global communication, and research methods. Dr. Peck has served as Chairperson of the National Federation of Local Cable Programmers, that works to strengthen local media access.



DR. ANGIE YOO

Dr. Kyung-Hyan (Angie) Yoo acquired her Ph.D. from Texas A&M University focusing on Information Technology & Tourism. She has authored journal articles and book chapters on social media marketing, consumer-generated media and online trust that have been published in top peer review journals including Public Relations Review, Computers in Human Behavior and Journal of Information Technology & Tourism.



DR. JUNGYUN WON

Dr. Jungyun Won received her Ph.D. from University of Florida in Mass Communication with a specialization in public relations. Her areas of specialization include public relations, strategic communication, digital and social network communication, social ties influence, and social media campaign strategy.

#WEAREPCOM

Congratulations on your 10th Anniversary! This program has allowed me to collaborate with many individuals that have both inspired me and encouraged me to be my best. Thank you for the experience and the memories that will last a lifetime!

-Mimi Hassanain '19

Congrats to the PCOM program on reaching the 10 year milestone! It feels like only yesterday that I was in my first PCOM class during the inaugural year of the program back in Fall 2010. Glad to see things are still going strong!

-John Murphy '12

Congratulations Professional Communication, growing stronger every year. PCOM Graduates you make us proud!

-Dr. Pixy Ferris

Congratulations on the 10th year of a fantastic program!

I wish the best of luck to all past, current, and future graduates! Go Pioneers!

-Daniel Baker '13

Congratulations! It was an honor to be a student!

-Linda Zani-Thomas '17

Congratulations on 10-years PCOM! So glad to see the program is running strong and remains an effective path for students of all ages to grow and succeed. Here's to the next 10!

-David Monti '12

Congratulations PCOM! The 10-year mark is an achievement of any venture, and the William Paterson University Professional Communication program is no exception. So grateful for all the instructors who have helped me succeed! Here's to another 10 years of continued success!

-Chris Trembath

Wow, ten years already! Congratulations! Thank you, PCOM, for helping me set the foundation of my career — and special gratitude to Dr. Tina Leshner for her life lessons, stories, and teachings. I am so proud to be a WP alumna.

-Shalane Layugan '12

Congratulations to the PCOM program for celebrating 10 years! Thank you to the professors who brought their experience and excellence to the program.

-Jason Krobatsch '17

Many, many congratulations to you all! 10 years is bloody brilliant! Here's to the next decade!

-Dr. Robert Quicke

Congratulations to PCOM on 10 years! Thank you for the tools you gave me that have helped me do so well in the pro wrestling world which have led me to work for Bravo TV and TNT and for the great friendships made during the program.

-Frank Leon '19

Congrats on 10 years, PCOM! I'm proud to be part of a group of motivated, talented, and aspiring – and inspiring - individuals who have all come through the program during that time. Here's to 10 more!

-Brian Fanning '14

Congratulations to PCOM on their 10th year anniversary since starting the program. PCOM has created an educational and creative program that is flexible for all students wanting to learn and grow in their careers!

-Johana Caba '20

Congratulations on your 10th birthday, PCOM! I met some great professors and fellow students in WP's PCOM program and I'm grateful for the opportunity that it gave me to experience that. Keep growing and keep fueling the futures of students from around the nation and world!

-Brock Borgeson '18

To my WP PCOM community, congratulations on 10 years of shaping the future's brightest minds! The education I received here in the inaugural class has helped me succeed greatly in my career. Here's to the next 10 years.

-Izabella De Souza '13

What a privilege to work with our PCOM students---Congratulations on your achievement! Keep making us proud and remember your home here at William Paterson!

-Dr. Diana Peck

So grateful to be among the company of a decade of outstanding PCOM graduates. Thank you to the community that helped nurture my professional and academic growth. Cheers to ten years!

-Jaclyn Antonacci '16

Congrats to the PCOM program on 10 years! So happy to have been apart of this amazing program with dedicated instructors as well as a comfortable learning environment. Cheers to 10 years and here's to 10 more!

-Jada Clark '20

LEADER

Dr. Jennifer Owlett began working at WP in Fall 2014. With over a decade of experience in teaching, she will be taking on a new career role as the upcoming Graduate Director of the PCOM program starting Fall 2020.

Her immense knowledge in interpersonal communication has helped her learn how to communicate with individuals from different walks of life. She is loved by her students who emphasize the importance of taking a class with her.

“Dr. Owlett is the most memorable professor that I had the pleasure of having at my time at WP. Dr. Owlett’s passion and enthusiasm in the classroom made them not only memorable, but she inspired me to continue my education,” said alumna Mimi Hassanain. “I am truly grateful for the opportunity of having her as my professor, as she has had a tremendous influence on who I am today and who I strive to be tomorrow. Thank you Dr. Owlett!”

What led you to become the new director of the graduate program?

My area of expertise is interpersonal communication so it might not be a surprise that one of my goals as a faculty member and future graduate director is to foster relationships. I find great satisfaction in helping others to achieve their goals and in connecting individuals in meaningful ways. For some students, this means working with our talented faculty members on their research interests in the communication discipline. For other students, it might be through a valuable internship experience that strengthens their existing career skills. I also hope to encourage students to learn from each other throughout and beyond their graduate school experience.

As the new director, what are your hopes for the future of the program?

As the incoming director, I am very excited about the future of this program. It is inspiring to see the wonderful accomplishments that our students and faculty have achieved over the past 10 years. As we look to the future, I am hopeful that we will continue to build on the strong foundation of our program with a talented and diverse student population. I am also hopeful that we will continue to engage faculty, students, and alumni through a variety of mentoring opportunities. Please don’t hesitate to get in touch to find out more about the program, to introduce yourself, or to share your experiences with the program with me. I am looking forward to hearing from you soon!



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2020

On May 13, in accommodation of remote learning conditions, PCOM's class of 2020, delivered their Master Projects using a video conference program which allowed presenters to share their screens with a live audience of faculty, family, friends, and peers.

The Master of Arts in Professional Communication will be opening its social media lab in Hamilton Hall. The new edition to the communication building will serve as a hub for teaching, research, and service in social media practice and scholarship.

The lab will act as a space for students and faculty to conduct social media research, to learn social media skills, and to provide social media data insights for local and regional businesses.

NEW

FUTURE



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