

# ALUMNI NOTES

## Staying In Touch – Valuing Your Legacy



## Communication



ULM's Williams Innovation Campus/Warhawk Innovation Studios

## What's New with the COMM Program?

By Ann H. Rodriguez

Change is good, right? At a minimum, it's certainly inevitable. The COMM Program at ULM has undergone considerable positive change over the last 4 years or so. The exciting changes include:

- Awarded a \$750,000 Louisiana Entertainment Development Fund grant to create a new Film & Media Arts concentration, begin a summer film camp for area high school students, and build a film studio operation to provide opportunities for our students to work on professional film sets. The State of Louisiana hopes through this grant that ULM will help attract more filmmaking to the NELA region with our new Warhawk Innovation Studios, and set the stage for industry growth statewide.
- Retirement of the Public Relations concentration (PR classes subsumed into the Integrated Media concentration) and renaming of the Advocacy concentration to Communication Studies. Reworked undergraduate curriculum to create more opportunities for majors to "customize" their academic experience.
- Graduate degree program renamed MA in Strategic Communication and revamped to include more strat comm classes. It is also now offered exclusively online so as to be more widely available to working professionals. In the short time since these changes were implemented, the number of program participants has doubled and students are raving about the academic experiences they are receiving.

## KEEPING UP WITH COMM

### YOUNG ALUMNI SPOTLIGHT

Get to know Ms. Rosemary Manning. She was recently hired as Executive Assistant to the new ULM President, Dr. Carrie Castille.

### FEATURED INTERN

Senior McKayla Daves uses her PR concentration to learn about the Human Resources role while serving her community.

### STAYING IN TOUCH

Please let us know what you'd like to see here, how we can reach you, and what's going on with you!

# Young Alumni Spotlight

By Ann H. Rodriguez

**Rosemary Manning** graduated in August, 2024 with her degree in Communication with a Public Relations concentration. While in school she served as a Hawkseeker, official student recruiter for ULM, leading tours of prospective students and families, and serving as host for official university recruiting events. In her final semester, Rosemary participated in an amazing internship with a fashion atelier in New York City's Garment District called *New York Embroidery Studio*. While there, she served as a social media marketing intern responsible for content creation, social media engagement, blogging for the organization, event management, and redeveloping the organization's website. Rosemary was also named the COMM Program's Most Outstanding PR Senior in the spring of 2024.

Upon graduation, Rosemary went to work part-time for the Monroe Moccasins Ice Hockey Team as they returned to Monroe after a 23-year hiatus. She served as Executive Assistant & Director of PR through their triumphant return season. In that role, Rosemary handled gameday operations, managed community promotional events, and enhanced sponsorship engagement and outreach efforts.

Rosemary just recently accepted a position as the Executive Assistant to the new President of ULM, Dr. Carrie Castille, managing her personal appearance schedule and a variety of other communication and outreach efforts.



# Featured Intern

By Ann H. Rodriguez



**McKayla Daves** is a senior majoring in Communication with a Public Relations concentration. She is taking our required Internship class this fall, and her intern site is a local healthcare facility called The Oaks Nursing and Rehabilitation. She is serving as a Human Resources intern.

McKayla was very excited to secure this internship as it allowed her to combine her interest in the healthcare industry with her desire to gain experience in HR. She assists with the hiring and termination processes, conducting background checks, facilitating new hire orientations, posting job openings, reviewing applications, and contacting interviewees. McKayla says she sees this as a "great way to gain hands on experience and build the skills I'll need for my future career."

## Staying In Touch!

Dr. Ann H. Rodriguez,  
Program Director



I am so pleased to have this opportunity to share with you all what's keeping us busy here at ULM's Communication Program! There has been a lot going on since I joined the Program in 2021 and we are proud of our accomplishments. We plan to reach out once a semester to keep our wonderful alums informed about our program and offer opportunities to be as engaged as each of you would like to be.

Please feel free to email me with any questions, comments, concerns you may have. If you'd like to visit us, speak to classes, employ an intern, or donate to our efforts – all of that is welcomed, simply email me at [anrodriguez@ulm.edu](mailto:anrodriguez@ulm.edu).