Greetings from the Department Head

The fall of 2007 is an exciting time to be part of Hardin-Simmons University. Not only has the University’s freshman class set a record enrollment, but the Department of Communication welcomes a new, full-time tenure-track professor, Steve Stogsdill.

Communication faculty remain active in numerous areas. We are particularly excited about the recent awards bestowed on Dr. Randy Armstrong and Dr. Tim Chandler. Dr. Chandler will serve as president of the Abilene Advertising Club for the 2007-2008 academic year. Dr. Bailey is busy working on journal article submissions from his dissertation and both Dr. Bailey and I are working on submissions to the annual Southern Communication Association meeting held in April.

The Department of Communication continues to grow and the students continue to shine. We are very happy each of you has chosen this as your major area of study. As alumni, you make us proud to call you our own and the examples of success which you provide for our current students are unmatched. Stay in touch and keep us informed with your moves and promotions. Feel free to share this newsletter with someone who may not be on the distribution list but should be.

Until next time,

Charlene Strickland
Department Head
The Second Annual Communication Fall Event

On Thursday, Nov. 1, the Communication Department will host the second annual Fall Event. The event will be held at Rosa’s Cafe on Judge Ely at noon. Come enjoy this time of fellowship and tacos.

COMMUNICATION DEPARTMENT INTRODUCES STEVE STOGSDILL

By Shanna Smith

When asked how Steve Stogsdill arrived at Hardin-Simmons University, Stogsdill replied, “Oh you mean, ‘Who is Steve Stogsdill and how did this Midwestern boy find himself at HSU?’” Yes, that’s what I mean.

Stogsdill received his Bachelor’s in Bible from Hannibal-LaGrange College, completed his first Master’s degree in Religious Education from Southwestern Baptist Theological Seminary and earned his second from Southwestern in Communication. He is in the process of completing his doctorate work from Texas A&M, which includes doing a research study for his dissertation.

Stogsdill says that, “For my doctorate research dissertation, I am interested in how Information Technology staff and computer information system administrators view their role in an organization, especially as they become more central to everything we do.” Prior to coming to Hardin-Simmons, Stogsdill taught for nine years at Hannibal-LaGrange College in Hannibal, MO.

Steve’s wife, Mendy Bowman Stogsdill, grew up in Abilene and family continues to live within the area. Several family members, including Mendy, are alumni of HSU. For some time, the Stogsdill family felt the need to move back to Texas to be near her aging parents. Stogsdill was able to pursue his doctoral studies at A&M, which put their family within a half day’s drive of Abilene.

During Stogsdill’s three years at A&M, he served as one of the graduate teaching assistants for the Communication Department—teaching Speech and Interpersonal Communication courses. Stogsdill says, “While my heart is in smaller, Christian-based education, A&M was a great experience for me in that it taught me a high standard of academic excellence. Texas A&M’s program is one of the finest in
of Communication studies and has pushed me to be better. I look forward to bringing that academic strength with me to HSU.”

Part of Stogsdill’s role at Hardin-Simmons is to help fill in the gaps in the Department of Communication. The professors in the HSU Department of Communication have been working overtime to provide three outstanding emphases for our communication majors, and Stogsdill will be able to pick up load across the curriculum. Stogsdill will specifically bring experience in media and organizational communication.

Stogsdill speaks on communication as a discipline and lifestyle: “Before my first collegiate teaching position, I did not know much about communication as a discipline. The past 12 years have opened my eyes. We all use communication and so often take it for granted. Consider how many times in your life when things did not go as you hoped because of a breakdown in communication. Think about that and you will start to get an appreciation of what this field has to offer to every part of life’s experiences, as well as, career opportunities.”

Stogsdill is excited to be back in a Christian environment again and is looking forward to being able to plug his faith clearly and openly into his work. Stogsdill says, “Once again, it is great to be here at HSU. The staff and faculty are wonderful. The students are exciting. The opportunities abound.”
Jenny Bell: Blue Bell Communicator

By Shanna Smith

After graduating in May 2007 from Hardin-Simmons University, Jenny Bell received a position with Blue Bell Creameries Incorporated. Blue Bell Creameries has its own in-house advertising agency and Bell works as a Public Relations Marketing Specialist within the agency. She believes that working with Blue Bell Advertising Agency is a great opportunity to be involved and to focus on one specific client.

Bell’s responsibilities vary. One of her main responsibilities at Blue Bell is to focus on different markets throughout their 17 state sales territory and find ways to connect Blue Bell with the community. She chiefly concentrates on targeting 15 to 20 markets. Bell said, “With this year being our 100th year anniversary, each day has differed from the next and everyone is staying busy.” On a daily basis, Bell helps with different community events all over their territory, gives tours of the Blue Bell facility, works in media, radio, television and print advertising, and throws ice cream parties.

Bell’s career also involves frequent travel to attend, organize and present media tours. She has been on the job three months and has already been to exciting venues such as Atlanta, GA; Jacksonville, FL; Kansas City, MO; Dallas, TX and even back to her college town of Abilene. In a few short weeks, she will be traveling to Nashville, TN; Macon, GA; Bowling Green, KY; Louisville, KY and Charlotte, NC.

During her time at Hardin-Simmons, Jenny majored in Public Relations and Advertising and completed her minor in Leadership. She enjoys attending sporting events in her spare time and has enjoyed the benefits of being employed by an advertising agency. Bell said, “This past weekend, I attended an Astros game in which we had our very own suite—we get to attend major sporting events.” On her move back to Brenham—Jenny says she has thoroughly enjoyed being back in the community she grew up in and able to be more involved with her church again.

Bell said of her time at HSU; “My experience in college and the things that I learned from your classrooms at HSU have helped me out tremendously. My education at Hardin-Simmons has prepared me to take on any challenge in my career, and I am truly thankful for all of the wonderful professors and experiences I had during my four years at HSU.”

*Photograph by Kelli Remmert, Blue Bell photographer*
A FINAL WORD FROM DR. BAILEY

Recently, I attended an academic conference. If you are unfamiliar with these conferences, they are meetings of socially awkward people who happen to share information about research interests. I attended a few presentations while I was there. Some presentations were good. Others, sadly, were not. At one point, I found myself sticking the blunt end of my pen in my ear wondering how far one could safely venture inside before health concerns arose and wondering how my physician would feel about this activity. I also found myself doodling Homer Simpson's face on my papers. I tried to give Mr. Simpson different expressions: mad Homer, sad Homer, bad Homer. I found that presentation especially banal and completely inane.

During my time at Texas A&M University, I spent gobs of time in the library. One screensaver in the library read, "Do you like to read boring papers? Neither do your professors. TAMU Writing Center."

Ear-scratching? Screensavers? What's my point? When the semester heats up, we are tempted to let our skills lie dormant in hopes that classwork alone will equip us. The example I cited of being at the conference was an example of a professor allowing his skills to atrophy. To get ahead in the so-called "real world" you must continue to read, to speak, to think. I would like to thank Shanna Smith for her help with the newsletter. She is a great asset for the Communication Department. She has exemplified going beyond what is required. What can you do this semester to hone your communication skills? Read a book. Write an editorial.

Look no farther than yourself for the answer. If you were a professor, an employer, or a customer, what would impress you? What would leave an indelible mark on you? Stop your ear-scratching and get to work.