

# ALUMNI NEWSLETTER: EXTRODINARY E'S

## THE ELEGANT EDUCATORS

Emily Zering has been a priceless member of the NMJCA staff since Fall of 2015. She is also the Director of Marketing and Fan Engagement for NSU Athletics.

As an Assistant Professor, her focus is Strategic Communication, and she also has a knack for social media. In her Social Media Management class, students experience running their own themed social media page with posting requirements and deadlines they must meet. Ms. Zering loves working with students and it is shown through the real-world experience she offers them within her courses.

Along with retaining the valuable information taught in her courses, she hopes that, "students in my class develop confidence in their current abilities as well as their ability to learn new things, and that they learn to be resilient in handling whatever challenges come their way."

In the future, she hopes to see the department grow with the digital landscape and continue to produce graduates that are ready to enter the workforce. With Ms. Zering as a part of the NMJCA department, her hopes are bound to become reality because of her expertise and commitment to education.



**Emily Zering**

Elaine Eaton has taught at Northwestern since August 2013, but gladly joined full-time faculty in 2015. She is also the Theodore H. Roberts Endowed Professor of Rhetoric & Debate.

She is the course steward for Interpersonal Communication and truly enjoys learning communication theory. Being able to connect and work with students is her favorite part of her job, and teaching is her passion. This passion is evident in her classroom, as well as the lasting impression she leaves on students.

When asked what something is she hopes that students take away from her classes, her response was, "I always tell my students my goal for them is to become better humans. When you are an effective communicator, you are a more successful human in every aspect of your life."

In the future, she hopes that the department will recruit faculty with both education and experience that will be able to teach from lessons and their careers. These faculty, like Ms. Eaton, will greatly benefit the department and students alike.



**Elaine Eaton**

# Strategic Communication Students at Work



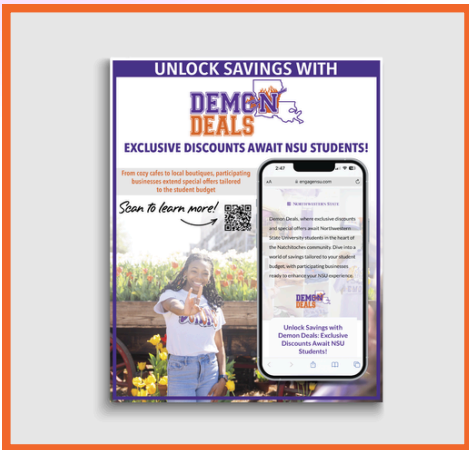
**Flyer for the New to You T-Shirt Market.**



**Work of Zachary Cooper, senior strategic communication student.**



**Freshman Connection informational flyer.**



**Flyer for NSU that was published in the Natchitoches Tourism magazine.**



**Work of Christopher Richard, junior strategic communication student. Richard also films, edits and posts the weekly "Purple Friday Podcast."**



**Postcard that was distributed to students on Fall Move-In Day 2024.**



**Slide from the TikTok that received 98.6K views, 17.5K likes, 89 comments, 1,112 saves, and 201 shares.**



**Work of Kaley Koss, junior strategic communication student.**



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