Frostburg Student Aids in Wellness Program on Campus

Frostburg MD- April 30 2013- FSU Senior Sarah Wampler has completed her 3-credit capstone internship experience with April Baer and CHILL Choices. She worked along Ms. Baer as the public relations intern focusing on digital media and promotion with Facebook and Twitter.

While working with April, Sarah created a social media campaign for Facebook to promote CHILLs ideals and raise alcohol awareness on campus on a day called "thirsty Thursday". Weekly posting of alcohol related trivia questions for a prize was the main focus of this campaign. Sarah also took control of developing the use of survey software online to aid in the gathering of data from CHILL Choices events. This aided the office in cutting down survey evaluation time and made statistic gathering more time effective.

When asked about the experience of supervising Sarah and what she was able to bring to the table, April responded, "Sarah was able to blend her areas of interest and past experiences to make positive contributions to our work with the CHILL CHOICES program. Specifically, her experiences with various technologies, ranging from social media to data collection, proved to be most beneficial: through her suggestions and training, CHILL invested in an online web-based assessment program that has saves us time in collecting data and expedited our research reviews. I can’t calculate the total man-hours saved through such suggestions!"

In regards to her experience, Sarah stated, “I really enjoyed working with April because she has long been a role model for myself. She taught me a lot of valuable lessons, both for work and for life. I am going to be able to use what I learned for years to come.” Sarah is planning on graduating this spring with a bachelors in Communication Studies and has an internship with GoodWeave this summer.

For more information regarding the Communication Studies major at FSU, contact Dr. Elesha L. Ruminski, department chair, at 301-687-4480 or elruminski@frostburg.edu. For more information pertaining to the course redesign of CMST-102, contact Dr. Kice at 301-687-4709 or bkice@frostburg.edu.