This semester, the School of Business and Digital Media (SBDM) welcomed Marci Mazzarotto, Ph.D., as an assistant professor of digital communication. Dr. Mazzarotto earned her Ph.D. in Texts and Technology from the University of Central Florida. It was while working on her doctorate that she had her first teaching experience in higher education at Seminole State College in Sanford, Florida, and “absolutely fell in love with the challenges and rewards of teaching in higher education.”

What drew her to GCU was the interdisciplinary connection between business and digital media found in the SBDM. She hadn’t seen this kind of connection at a university in the United States but had been involved in it when she taught in South Korea. When she came for her interview, she felt very welcomed and was struck by the beauty of the campus.

“I honestly felt it was a perfect match in many ways, and I am so happy to have become part of this wonderful community,” says Dr. Mazzarotto.

She enjoys being able to engage with students on a one-on-one basis—something that does not always happen in classrooms at larger universities. She hopes that students are gaining something deep and meaningful in her courses, as her main goal is to have them learn the skills and knowledge to succeed in both their personal and academic lives.

She is working on several research projects. One of which is related to the notion of public vs. private vs. digital spaces. She became fascinated by a unicursal labyrinth at Grace Cathedral in San Francisco, CA, and has since used that labyrinth as inspiration for some creative works. One was displayed in the faculty art show this past September in the M. Christina Geis Art Gallery. She plans to continue exploring these unique labyrinths from an artistic perspective and will be developing new academic research specifically related to one’s own notion of private/public spaces and how they relate to one’s digital identity.
Accounting Alumnae Find Success at Commvault

Three recent SBDM graduates—Isalin Howard ’14, ’17; Carley Larrison ’17; and Alexandra Kupecz ’18—have landed career advancing positions at the Tinton Falls-based company Commvault. The company provides data management software and services and caters to its customers’ data storage requirements, which includes data protection, migration, archiving, disaster recovery and backup, and replication.

Isalin was hired at Commvault in August 2015 as an intern and is now an international payroll specialist. In this role, she processes the payroll of 11 European countries including France, the United Kingdom, Austria, Sweden, and Russia. Her position entails communicating with local providers from around the world; understanding various laws and regulations in Europe; and collecting, recording, and analyzing data effectively.

Carley was hired by Commvault in May of 2017. She is also a payroll specialist, working on U.S. and 8 APAC Region international payrolls. As an accounting and English double-major, her education at Georgian Court was invaluable in preparing and helping her to grow in her position at Commvault. In addition to processing payrolls, she is also responsible for journal entries, account/bank reconciliations, and she needs to understand and process local, state and foreign taxes—all of which were covered in her coursework at GCU.

Alexandra, who is continuing her GCU education by pursuing an M.B.A., was hired by Commvault in October 2018. She is currently a finance/payroll intern. She says her accounting background has helped a lot since she is dealing with topics such as stock, equity, and taxes.

Convocation 2018

Several SBDM students received special awards at GCU’s Convocation Ceremony on August 30, 2018. Congratulations to all!

**Accounting:** Robert A. Panten Award—Juliana Esposito

**Business:** Sister Muriel Lynch Award—Natalie Hnath

**Business:** Delta Mu Delta-Epsilon Zeta Chapter Book Award—Natalie Hnath

**Digital Communication:** Leadership Award—Dennis Gribben

**Graphic Design & Multimedia:** Excellence Award—Alexandra Roman
This past September our Department of Communication, Graphic Design and Multimedia faculty—Jinsook Kim, Ph.D.; Jill Sluka, Gina Marcello, Ph.D.; and Marci Mazzarotto, Ph.D.—displayed their works in the Faculty Art Show held in the M. Christina Geis Art Gallery.

Dr. Kim’s work, entitled “Speed vs. Form vs. Color” projected on a monitor, showed three identical stimuli—an oblong I, a color L, and a T. There were 25 shapes that composed these letters, rotating themselves at the same time; but the nine that created the T had a different speed. In this motion, dominance among the three visual principles—grouping by speed, grouping by color, and grouping by form was examined.

“This representation considered the possibility of visual attention for meaningful emphasis of information using grouping of events by speed in complex motion patterns on screen,” says Dr. Kim.

Jill Sluka displayed three paintings. Children’s toys were used as the subject matter in “Reflection (Tuning)” and “Lost in Harmonized Reminiscence.” For these two works, Ms. Sluka allows the viewer to walk away with their own interpretation.

“I want the viewer to feel what they bring in from their own life experiences without telling them how to feel,” she says. “I don’t want to tell them what this piece is about because there isn’t a specific story that I want them to have.”

In her third painting, Ms. Sluka says there are many layers of meaning for her, such as indifference, decisions, crossroads, despair. She named it “Torn” because it is a very mixed bag of emotions. She also adds, however, that not all viewers will feel this way. Some have had much more positive experiences and interpretations of this work. If you look closely at the work, you will see bits of a torn-up New Jersey map in the background; falling, bleeding, fading hearts; and a disappearing hand.

Dr. Marcello’s work, entitled *The Squeeze Box Rocks: The Rise and Fall of the Accordion in American Popular Culture*, is a short documentary film about the history of the accordion in American pop culture. The film covers past and present perceptions of the “stepchild of the music world” using interviews and archival footage.

Dr. Mazzarotto’s multimedia art installation “Cathedral” was composed of an HD video loop and screenshots on transparency. The piece was filmed at the outdoor unicursal labyrinth at Grace Cathedral in San Francisco, California, and offers a partially fragmented sensory experience of sharing a private self in a public space.
With the June 2018 promotion of Janice Warner, Ph.D., to the interim provost position, Cathy McQuillen agreed to step into the interim dean position for the School of Business and Digital Media. Dr. McQuillen worked for 25 years in the financial services sector as a CPA in Manhattan, and her final position was as the CFO of an international fixed-income investment advisory firm. She found a home at Georgian Court University in the fall of 2009 while completing her doctoral studies at Pace University. As a first-generation college student in her family, Dr. McQuillen saw the same spirit and values-based education at GCU that she had experienced at her alma mater, The College of New Rochelle. She is very grateful to work with such dedicated faculty and staff for the advancement of the students in the spirit of the Sisters of Mercy.

As the interim dean, Dr. McQuillen is focused on the many ways to serve and support the students through advising for their choice of major, continuing the practice of the Business-to-Student Connector event, and developing new relationships for internships. She brings her business acumen and dedication to student achievement both in the classroom and in life to the position of the dean of the School of Business and Digital Media.

The School of Business and Digital Media also has a change in the internship coordinator role. Mr. Richard Stanton is retiring after many years of dedicated service to the university and the students as internship coordinator and part-time instructor. We wish him all the best in his retirement. We are happy to welcome Theodora Sergiou ’92 to the role as internship coordinator starting in January 2019. Ms. Sergiou is an alumna of Georgian Court University and has been a favorite part-time instructor for the past five years. We warmly welcome her to the position.

Contact Us

Georgian Court University’s School of Business and Digital Media Newsletter is published twice a year for alumni, faculty, students, and friends. If you have a suggestion for an article or idea for the newsletter or would like to nominate someone to profile, please contact us at business@georgian.edu. In addition, the university appreciates the ongoing generosity of all donors. To make a gift or learn how you can further support the School of Business and Digital Media, contact the Office of Alumni Relations at alumni@georgian.edu or 732-987-2454.