
NOMINATION PACKET: HERTEL/COLAB

Jill Ann Hertel, MFA, Academic Professional
School of Literature, Media, and Communication

Innovation in Co-curricular Education Award

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The CoLab Overview

Creative & Collaborative: Career Origination

The School of Literature, Media, and Communication (LMC)

Ivan Allen College of Liberal Arts (IAC)

The concept for the CoLab grew out of a successful pilot program run from the office and classroom of the School of Literature, Media, and Communication's Creative Director Jillann Hertel. The CoLab serves as a hands-on educational space and opportunity source for liberal arts majors at Tech for experimentation, research, innovation, and production. Projects serve both internal and external communities while working to broaden the reach of liberal arts to the campus at large.

The lab is located within the School of Literature, Media, and Communication in Skiles suite 340. The lab empowers and translates classroom experiences into real-world scenarios.

Students have been working on a variety of real-world projects with the benefit of classroom experiences, faculty advising, and Georgia Tech networks at their fingertips. Through these "beyond the classroom" opportunities students have starred on television, created webpages, designed brochures, posters, graphic art, and have produced campaign and promotional videos. Externally, for example, one such video was made for the International Human Trafficking Institute (IHTI) here in Atlanta through an internship created between the IHTI and LMC. Hertel also casts millennials for HLNetwork's show *The Daily Share* placing students on live television, working with producers, and creating in-roads with Turner. The lab serves to widen such opportunities to more students and to create databases to share networks, career opportunities, and collaborations.

On a broader internal scope, the lab will seek to ignite interdisciplinary collaboration by linking majors outside of LMC and the Ivan Allen College (IAC) to enhance STEM initiatives. Externally the lab will serve as a bridge to internships and careers, as well as a showcase for prospective students, alumni, and possible donors.

The CoLab is less than a year old, but our list of clients and community partners for the CoLab already includes:

- HLN Network/CNN
- SLSA Conference, Carol Colatrella
- Flashpoint @ GT, Merrick Furst/Kurt Ronn
- Center for Disease Control, Susan Robinson
- LMC Films, John Thornton
- Salesforce, Ari Langer
- ATDC, Jacqui Chew
- SLS @ GT, Kelly Comfort
- GT Diversity and Inclusion, Cheryl Cofield
- GT Library, Karen Viars
- Thoughtworks, Derek Johnson
- Library of America, Lisa Yaszek
- Atlanta Bicycle Coalition, Haydee Santana
- AGD Ventures, Kurt Ronn
- Woodruff Arts Center, Ariel Thilenius

Georgia Tech School of Literature, Media and Communication

Ivan Allen College of Liberal Arts

Dear Dr. Weinsheimer and colleagues on the CETL selection committee,

It is with great pleasure that we nominate Ms. Jillann Hertel as an excellent candidate for the Innovation in Co-Curricular Education Award. Ms. Hertel, an Academic Professional, is LMC's Creative Director and leads the School's Co-Lab, an innovative learning space that bridges the chasm between academic and career advising.

When we hired Ms. Hertel three years ago, we hoped she might change how we do student advising in LMC. She had been in charge of managing art exhibit and performance projects for the Brooklyn Lyceum on three floors of a NYC skyscraper after her finishing her MFA in Art Writing from the NYC School of Visual Arts (SVA). In this position, she helped discover artists, curated, booked, and produced art exhibits, film screenings, live music, and theater, brought in festivals, record labels, and music blogs to host events as co-productions, programmed and coordinated all elements of in-house productions from idea conception, development, public relations, talent relations, staff management, budgeting, and press relations. While working on her MFA, she served as sole Academic Advisor for the c. 400 students in SVA's renowned BFA program in animation, advising on curriculum, thesis idea generating, career preparedness, and work/life balance, and mediating interactions between students, faculty, and staff. And all the time during and since her BA in Film and Media Studies at the U of Florida she wrote and published as art critic and collaborated with corporate partners, magazines, and artists such as *Time Out Magazine NY*, Beggars Group record label, *The New Yorker Magazine*, CMJ Music Festival, and others.

Ms. Hertel brought her formidable experience to bear on her new role at Georgia Tech. By revolutionizing our outreach, social media, and web presences, she became one of the key people responsible for increasing the number of LMC program applicants by more than 200% (that's two hundred!). She also collaborated with her counterpart in the School of History and Sociology (and several LMC faculty) in developing a new interdisciplinary minor in Social Justice, significantly increased experiential learning opportunities with businesses in the Metro Atlanta area. Her work as a catalyst for creative educational entrepreneurship has been recognized by her peers in the form of an invitation to serve as the Keynote Speaker and Inaugural Fellow for the 2015 State of the Arts Art Director's conference of the University System of Georgia.

This mosaic of curricular innovations and out-of-class learning experiences culminated in Ms. Hertel also transforming how we advise students in LMC. She realized that we had space and opportunity to connect academic advising with career advising, so she spearheaded the renovation of several underused spaces to serve as our School's Co-Lab, a newly-equipped office suite within which students take on real-life projects for extra- and intra-university clients to practice the skills they learn in our numerous media, design, and communication courses. Recent and current collaborators clients include: The Center for Disease Control; the Society for Literature, Science, and the Arts; Ivan Allen College event planning; and Flashpoint. The new space, which includes six state-of-the-art computer workstations with appropriate software, also serves to bring together alumni and industry leaders for conversation and collaboration, and it is now quickly becoming an incubator for new ideas about how academic units and industry may be in constant contact for truly symbiotic relationships. Most recently, one of the lab rooms served as a space for an interactive art and technology exhibit for one of our LMC

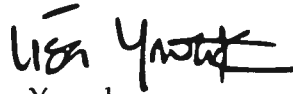
classes. Taken together, Ms. Hertel's efforts demonstrate her commitment to fostering LMC, the IAC, and Georgia Tech's mission to produce innovative thinkers at the intersection of science, technology, and the arts.

In all her work, Ms. Hertel has set an impressive example of leadership about how to engage our undergraduate students in opportunities to explore their leadership qualities and their innovative and entrepreneurial talents to solve complex problems. We recommend her wholeheartedly for the Innovation in Co-Curricular Education Award. If you would like to discuss her candidacy further, we can be reached at by email at richard.utz@lmc.gatech.edu and lisa.yaszek@lmc.gatech.edu.

Sincerely,



Richard Utz
Professor and Chair



Lisa Yaszek
Professor and Associate Chair

Jill Ann Hertel, MFA
Academic Professional
Co-curricular Award: Self-Statement
January 25, 2017

*“Rather than educate students for specific occupations or broad career fields as in the past, institutions now need to groom undergraduates for a more complex, fragmented workplace with many overlapping pathways...The retooling of career services must start with making offerings more accessible **throughout the undergraduate curriculum.**”*

-Jefferey J. Selingo, October 23, 2016
The Chronicle of Higher Education

The arts have always been recognized as one of our most important tethers to humanity, culture and history and as one of the primary ways we creatively invent and innovate for both ourselves and for the world around us. Yet unfortunately all too often students in the liberal arts and those considering a major within the liberal arts are faced with skeptical inquiry about the value of a liberal arts education.

One of the most powerful ways to address that skepticism is by rethinking the necessary relations of science, technology, and the liberal arts in an increasingly technological and global world. The fact that Georgia Tech offers Bachelor of Science degrees (rather than the BA) in subject areas within the liberal arts is an important step in this direction and should be both widely publicized and celebrated. The Institute has a social responsibility to be in conversation across disciplines and to deliver the most innovative solutions and strategies to humanity possible—and our ability to do so is second to none.

My mission as an educator and administrator at Georgia Tech is to bridge the perceived gap between classroom experience and postgraduate career paths by providing students with opportunities to apply that experience to real-world situations while they are still at Tech. This prepares our students to add to the fabric of society and build flexible skillsets that can adapt to our constantly changing contemporary career landscape.

I have spent the majority of my life *MacGyvering* ways to connect the arts, education, and a sense of interpersonal and social responsibility. My most recent and rewarding experiences have been within the School of Literature, Media, and Communication at Georgia Tech where I have been afforded the opportunity to bring together all of my experiences through innovative educational solutions for our students.

- As marketers and promoters, students learn how to communicate exhibitions' themes to drum up interest while engaging with social media for reasons beyond the personal — as needed for business and future careers.
- As web and graphic designers, students learn how to create promotional materials for advertising shows to the public in print and online.

The CoLab does more than provide students with a space in which to exhibit their art; it is a space where they connect art directly with their courses of study. One particularly exciting example of this is the Social Justice exhibition, which will be opening in the CoLab Gallery on April 10th with support from the Serve Learn Sustain initiative. This exhibition will celebrate the impact of our faculty colleagues who teach in Georgia Tech's social justice minor (which I conceived of and co-founded across LMC and HSOC), by featuring works produced by students in social justice minor classes.

Finally, I work tirelessly to introduce students to opportunities (where I see a great match) and to successful working professionals who have then gone on to further mentor and inspire students beyond their classroom visits. I have worked with and jump started careers for a number of students through my courses, career counseling, and now also through the CoLab. One such student was Ariel Thilenius who was my mentee for two years (now an esteemed alumna) who became the first commencement speaker for our School last spring. I introduced her to another alumna (who I invited to speak in class) encouraging her to reach out later for coffee to talk about what it was like working at the Woodruff Arts Center — Ariel now works for the Woodruff Arts Center and we keep a mentor/mentee relationship to this day. One day quite soon she too will be a mentor to another Georgia Tech student; having experienced first hand the value of such strong and long lasting bonds.

My sincerest gratitude is extended to the committee for your time and consideration. I believe that I am the ideal candidate to represent the values inherent in this award. I applaud the recognition of innovative teaching strategists and I am honored for this nomination.

My Warmest Regards,



Jillann Hertel, MFA

Academic Professional

This past summer, I renovated three spaces on the third floor of the Skiles building to launch a hands-on learning laboratory for liberal arts majors. I am beginning with two undergraduate majors: Literature, Media, and Communication (LMC) and the interdisciplinary Computational Media (CM) major, areas where I have some fairly extensive industry experiences. The CoLab offers three areas for engagement and learning as well as entrepreneurship and social justice.

All of my teaching weaves perfectly into the co-curricular framework of the CoLab. While working with students in this space, I can provide them with everything from advice about how to shape creative direction for our client and internal projects to one-to-one career counseling & portfolio review, for-credit independent studies, for-credit internships, and even a for-credit studio course in career preparation. This course focuses on a variety of holistic approaches to career preparation. For example, in one session I might ask students to situate their career journeys to date within a framework on the History of Work.

The CoLab Studio is a state-of-the-art workspace that was renovated with inspiration/imagination in mind (think: splashes of color and flying origami). The studio offers students the Adobe Creative Suite in addition to editing software for sound and video. Students can use the studio in a variety of ways: they can drop in to work on specific class projects or to build their portfolios; they can work on client projects, and they can pursue internships for credit. Our studio interns learn, as they would in a real-world studio, to produce client deliverables such as websites, graphic design, print, and digital art. They also learn writing, PR, and social marketing techniques for business (rather than friendships). They are able to do this because I connect students with on-campus and community clients and partners through relationships I have built over the course of my own career. During the process of creating a deliverable project, I instruct students through real-world critique, challenges, and feedback. A nod to my past experiences in service learning, my goal is to teach students through experiences which will be retained and benefit them in their future projects for both other supervisors and their own entrepreneurial development.

One particularly unique feature of the CoLab is our Gallery, which offers students hands-on experiences in exhibition creation and all the applicable learning opportunities that come with it:

- As developing designers and artists, students learn how to create works with consideration to theme and place.
- As exhibition hands, students learn what goes into hanging and displaying work for an audience.

January 27, 2017

Carol Sullivan, Joyce Weinsheimer, and Ruth Proposki
Center for Teaching and Learning
266 4th Street NW
Suite 457, Clough Commons
Georgia Institute of Technology
Atlanta, GA 30332-0383

Dear Members of the Selection Committee:

It is my distinct honor and privilege to recommend Ms. Jillann Hertel for the Innovation in Co-Curricular Education Award. Ms. Hertel is one of the most innovative, conscientious, creative, and deeply empathetic leaders and teachers with whom I have had the pleasure of working in my ten-year career at Georgia Tech.

The School of LMC's strong commitment, not only to career preparedness, but also to imbuing a sense of meaning in vocation, is exemplified in the unique strengths brought to our unit by the work of Ms. Hertel. Ms. Hertel's role as academic professional in our unit is threefold: she advises our majors, teaches a senior seminar in professional development, and is the creative director for the school of LMC, having successfully revamped and revitalized our major when we changed the name of our school and degree program, renovating everything from the websites to our physical spaces, and invigorating the department with her positive energy and supportive presence for students who flock to her for guidance in droves.

Ms. Hertel has also coined the term "Hands-on-Humanities" for the types of courses that infuse projects (from arts projects to marketing projects to video production and community outreach projects) into their humanities curriculum, and seeks to highlight those courses in all public relations materials, and through any gallery space throughout our office in which she might showcase these projects.

Ms. Hertel, through her tremendous initiative, passion, and tireless commitment to the undergraduate program, has also launched this Fall a Collaborative Projects Center in LMC (the LMC CoLab) that provides LMC majors a space and opportunity to build and showcase their creative and professional portfolios, and to work with students, faculty, and staff from across Ivan Allen and the Institute in creating, developing, and delivering projects to the community that directly link humanistic inquiry to the "real" technological world at the doorstep of Georgia Tech. The CoLab is a workshop-style studio lab, featuring six computers, whiteboards, and a small gallery annex where students might feature their artwork and/or video installations.

Through the LMC CoLab, Ms. Hertel is able to market our programs and offerings in a manner that truly highlights the exceptional nature of our liberal arts college from others in the nation. The CoLab, while housed in LMC, is an important and original investment in the future of Ivan Allen College and the Institute, as it combines career preparedness and professional development for our majors, but seeks

Georgia Tech  **School of Literature, Media,
and Communication**
Ivan Allen College of Liberal Arts

to link them across disciplines and units with other students and faculty, as well as with alumni outreach and community/business partnerships. The CoLab is a solid and inspiring model of interdisciplinarity and innovation in practice for students, alumni, and community members - a practical, relevant, and rigorous opportunity for students, led by a creative director who has a keen sensibility about the exceptional nature of both our students and our programs.

We are so lucky that Ms. Hertel brought her talents to our unit and to Georgia Tech, as we have watched our programs, our majors, and our partnerships blossom in the five years she has been with us. We are thrilled to highlight and share her work with you, and to nominate her for this prestigious award. I can think of no candidate more worthy of recognition for her tireless efforts on behalf of our school, our Insitute, and the larger community. I am pleased to give her my highest recommendation, and would welcome the opportunity to talk with you more about her candidacy should you have any further questions. My contact information is below.

Sincerely yours,



Nihad M. Farooq
Associate Professor and Director of Undergraduate Studies
School of Literature, Media, and Communication
Georgia Institute of Technology
nihad.farooq@lmc.gatech.edu / 919-308-9357

Dear Co-Curricular Award Committee:

For the last two years, I have worked as a design intern under Jillann Hertel. In the few years that she has been working for the School of Literature, Media, and Communication (LMC), Jillann has transformed the presence of the school spiritually, physically, and digitally. As a Computational Media (CM) major, I have two home schools between College of Computing (CoC) and LMC. I had ample opportunity for creating class assignments, but my professional work started through my internship and education with Jillann. The design opportunities awarded to me since becoming Jillann's design intern have paved the way for my internships with Google and IBM. The internship/learning opportunity that Jillann created for me (and a few before me) were instrumental in laying the groundwork for the CoLab where she incorporates her Career Prep courses and LMC/CM interns for widening the kinds of opportunities we had, to all majors in our school. She connects students to opportunities and creates opportunities and partnerships on and off campus as well.

I frequently witnessed how other faculty feel comfortable asking Jillann and her students to work on classroom resources and promotional materials. She works hard to plan and provide resources to the students as seen in her development of the CoLab. She renovated four rooms in Skiles into creative and innovative spaces serving students. Jillann assists with portfolios and our creative projects to help us communicate what we do — whether that be students who intern under her, her classes, or those who just come in and want guidance. The CoLab and Jillann create a stronger community as well as establishes a space where LMC and CM students can create in and call their own.

Jillann is not only my supervisor, but she is also my mentor at Georgia Tech. She has provided me with countless advice both academically and professionally. She respects my thoughts as a learning designer and also as a student. Ideas or complaints that I might have regarding the school were very easy to discuss with Jillann. Not only did she provide more insight to my concerns, but she would also reach out to the right people to help bring about change. Sometimes when I walk into the CoLab space, I see/hear her talking casually with another student. They might be talking about his personal and professional goals or she may be in the process of introducing him to another faculty member across the hall. What I enjoy most about the CoLab space, is that it is also a collaborative space for LMC and CM students to connect. Just yesterday I met a student in the CoLab who was interested in pursuing design but was not sure if the School of Literature, Media, and Communication was a good fit for her and I was able give her some advice as a designer in the School. Through Jillann, I have been able to connect to amazing people within and outside Georgia Tech. I found it very valuable and important to have received professional advice and guidance when I became an intern for Jillann two years ago. The work gave me real-world experience that goes beyond that of a student that will have a long-term effect on the rest of my life. These two years have also given me the opportunity to witness

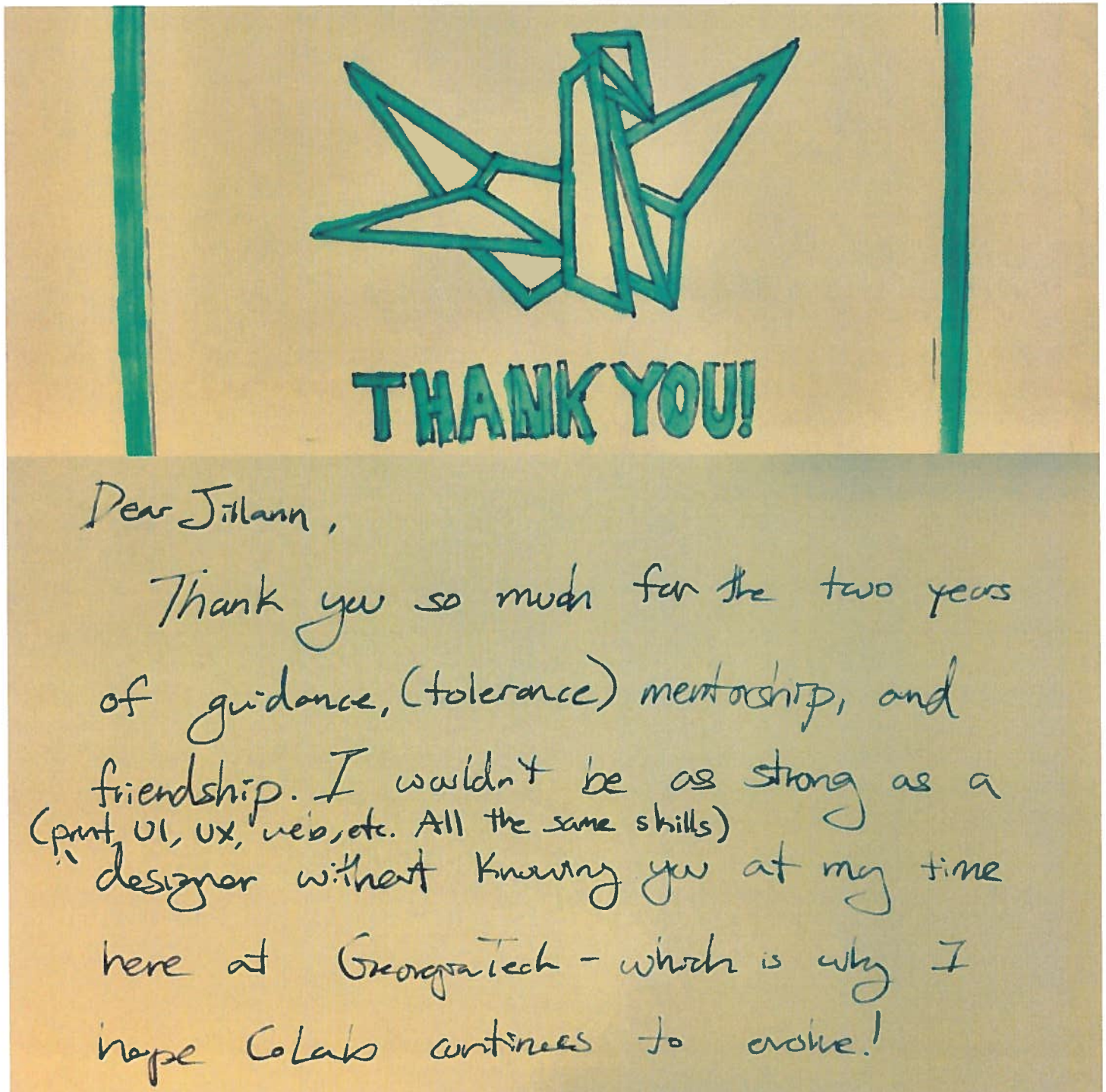
the change around the school and how her spirit has inspired her peers to connect with the students and open other collaborative and co-curricular opportunities to them!

Sincerely,

Priscilla Pun

<http://priscillapun.com/>

P.S. I gave this card to Jillann and I think it sums it up:



Dear Jillann,

Thank you so much for the two years of guidance, (tolerance) mentorship, and friendship. I wouldn't be as strong as a (print, UI, UX, web, etc. All the same skills) designer without knowing you at my time here at Georgia Tech - which is why I hope Colabs continues to evolve!

To Whom It May Concern,

My name is Jack McRee and I am a senior in Georgia Tech's Literature, Media, and Communication program. I'm writing today to support the nomination of JillAnn Hertel for the Innovation in Co-Curricular Education Award. After reading the award description, there hasn't been anyone during my career at Tech who has embodied this description more than JillAnn. She has been instrumental to my success while at Tech and her guidance has undoubtedly set me up for an exciting future career.

I met JillAnn shortly after transferring to LMC from the Computational Media program, while interning for the National Center for Civil and Human Rights here in Atlanta. While she barely knew me at the time, she went above and beyond to help me get the position, and get it registered for course credit. Part of getting course credit for the internship involved writing short letters periodically reflecting on our internship experience, career goals, and how our education fit into our current and future work. JillAnn could've simply checked off these assignments, but instead she responded to each thoroughly and thoughtfully, supporting me in my successes and talking through some of my frustrations with pursuing a career in filmmaking at a school like Georgia Tech. I could tell that JillAnn cared and supported my aspirations, and almost every student I've talked to in LMC has received the same kind of support.

This support didn't end with the conclusion of that internship. In fact, I've held seven internships during my time at Tech and can directly attribute most of those opportunities to JillAnn. She knows students' interests and goes out of her way to find ways for students to use their talents and explore their interests outside the classroom. One of the coolest opportunities I've had in college was the opportunity to be the personal photographer for Atlanta Falcons star player, Devonta Freeman. His manager came to JillAnn in late 2015 looking for a photographer to shoot games and off-field appearances. Since JillAnn knew my career interests she recommended me as a perfect fit, and I had the job a week later. That job has provided me with so many incredible experiences, from shooting my first professional sporting event, to being on the field when the Falcons won the NFC Championship this past weekend. Thanks to JillAnn, I didn't just learn in the classrooms of Georgia Tech, I was able to learn on NFL football fields, television sets, and movie studios.

JillAnn doesn't only help us find jobs (but she is incredibly good at it). She also helps us market ourselves and work on developing our professional toolkit. She is always available if I need feedback on my resume and even holds an entire class on Career Prep. Last year, she launched LMC's CoLab, which is one of the few spaces on campus dedicated solely to LMC/CM Students. The lab features state-of-the-art creative software and workstations, and provides resources for career and portfolio prep. I have enjoyed working alongside JillAnn in the lab since last fall as the lab's video production specialist.

Every student in LMC knows and loves JillAnn for her enthusiasm and genuine support for every single one of us. Having the outstanding support we receive from JillAnn each and every day lets us take what we learn in the classroom and put it to use out in the field.

Thank you,

Jack McRee
Georgia Institute of Technology
Literature, Media, and Communication

January 24, 2017

Award Committee,

Jillann Hertel was far and away my most influential mentor during my time at Georgia Tech. As my instructor and my major and career advisor, Mrs. Hertel encouraged me to spread my wings beyond the classroom. She offered me my first internship, encouraged me to apply for other internships, and helped me to polish my resume and writing portfolio so that I would be prepared when it came time to apply for communications jobs when I graduated. Beyond that, she has set up numerous programs to help our liberal arts students flourish at an engineering school.

Upon seeing my gaunt resume but solid GPA and writing portfolio in my junior year, Ms. Hertel offered me the role of Social Media and Marketing Intern for the School of Literature, Media, and Communication. She took a chance on me because she truly wants to see every student who graduates from our school go on to do bigger and better things, and she knew I needed a bit of help. She took me under her wing and taught me how to run social media for the school. She encouraged me to bring projects to her for my internship that would both benefit the school and add to my portfolio. She has done this for many students, and it is proof that she wants not only to see our school do well but that she cares about us on an individual level.

The School of Literature, Media, and Communication is a liberal arts island in a vast sea of Georgia Tech engineers, and as such, we are often forgotten in career fairs. Ms. Hertel works tirelessly to reverse this trend by opening networking opportunities for students with alumni and, more recently, by creating the CoLab. The CoLab is a space in the Skiles Classroom Building where students can work on projects to improve their portfolios. People outside the School of Literature, Media, and Communication who have media/communication work can engage with students through supervised internships through the CoLab, and this is what makes the space so special. It gives our students valuable work experience, allows them to build their portfolios with real-world projects, and creates contacts for the students after graduation. In this way, Ms. Hertel is building a studio where students can get experience similar to what the engineering students look for in career fairs, and that work makes a world of difference when it comes time to show employers why they should hire us.

I cannot think of someone more deserving of the Innovation in Co-Curricular Education Award than Jillann Hertel. During her time at Georgia Tech, she has transformed life outside of the classroom and inside the unique career prep classroom for the School of Literature, Media, and Communication. She breathes new life into the way students connect with employers, and she makes sure that every one of her students is set up to succeed. She is an amazing mentor, and Georgia Tech's Literature, Media, and Communication students are fortunate to have her support.

Sincerely,

Jenny Kauffman
BS in LMC, Fall 2017