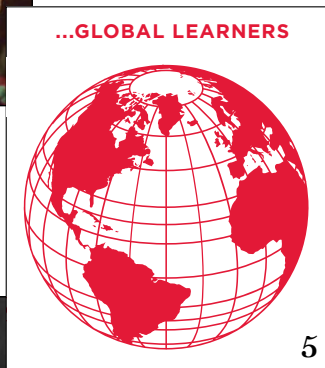# PORTFOLIO

ANDREA RAHTZ

a.rahtz@gmail.com   513-284-7841

Hard working, tech savvy and creative strategic communications professional seeking a rewarding career with a like-minded team. Dedicated employee who loves to collaborate and solve problems.

...GLOBAL LEARNERS

A short word...

I am a life-long learner highly adept at idea synthesis, rapid learning, and adaptability. I am a collaborator, a problem-solver, and a producer of results. Above all, I strive to complete projects on time, on budget, and on target. Want to work with someone like me? I'd be happy to connect! *~Andrea Rahtz*

DESIGN & WRITING PORTFOLIO http://andrearahtz.carbonmade.com/
PHOTO PORTFOLIO https://www.flickr.com/photos/mintgreenstudios/
VIDEO PORTFOLIO http://bit.ly/1W2piMk
LINKEDIN http://www.linkedin.com/in/arahtz/

Cultural Manual

Research, Design & Writing (excerpt)

INDONESIAN INFO

My Cultural Communications professor at NKU liked this 17 page final project so much he wanted to use it as an example in several of his master's program classes.

Animals

Indonesia is home to more than 40 species of very rich and diverse number of mammals (Bruno & Belike, 2007) many of which are only found in this region of the world. Some examples of animals found here are the deerlike pig, the dwarf buffalo, geckos, and the weasel-like civet cat. Other animals, such as orangutans, leopards, blue-panthers and one-horned rhinoceros, are rare and endangered, existing only on the islands, in protected areas, and zoos around the world. Indonesia's national animal and largest living lizard, the Komodo dragon, also lives in the archipelago on its namesake island of Komodo. (Orr, 2005). These massive ten foot long lizards with their bacteria-infested bite have large appetites and are "reputed to eat anything that appeals to them, including humans and water buffalo." (Bruno & Belike, 2007, page 50). Insects, birds, and aquatic wildlife are also abundant in this tropical environment. (Orr, 2005)

The Islands

Indonesia consists of thousands of islands that are geologically considered young at 15 million years old. Most of these islands are very small, some only a mile or two wide, and are uninhabited by humans. The majority of Indonesia's human population live on four sets of larger islands: the Greater and Lesser Sunda Islands, the Maluku Islands, and Papau New Guinea. Within these sets of islands, over half of the population lives on the islands of Sumatra

with 37 million people and Java with 107 million people Sumatra is Indonesia's third largest island and sixth largest in the world. It is filled with rich natural scenery such as lakes, volcanoes, rice fields and tobacco plantations. Java houses about half the country's population and is the most developed of the islands. A center for culture, politics, and economics, this island has the most fertile soils and the busiest modern cities. (Orr, 2005)

Video Campaigns

Pre-Production, Production & Post

STUDENT SPOTLIGHT

These videos were created to highlight the departments in the College of Education, Health and Society at Miami University to better inform potential students.

Department of Teacher Education (https://youtu.be/we2rWXndlX8)

Department of Educational Psychology (https://youtu.be/P4unCPO5dBs)

Department of Family Studies and Social Work (https://youtu.be/M_dedFOIxJI)

Research Project

Co-writing and teamwork

Description of Decision-Making Process

Our group, Team Tigersharks, resolved to answer the question "What should be done about decreasing the occurrences of urban runoff in the Cincinnati/ Northern Kentucky metropolitan area?" We arrived at this decision through group consensus via our Blackboard IM chats, which we have consistently maintained throughout the semester. We further refined the idea on our team discussion boards. Interestingly enough, we generated a lot of ideas as to how to limit the problem and what terms and definitions to use during Phase I of our project, but it was not until we reached the final weeks near our decision-making meeting that we finally were able to make an informed decision.

We decided to use the term "urban runoff" in talking about our problem. This decision was based on a few ideas from the group: 1) it was the most common term used when researching the problem on the Internet, so we felt as though it would be a recognizable term in the general public, 2) it was easy to say and did not sound too technical, so it would not be too hard for people to understand, and 3) it was illustrative enough that it brought to mind a feel for the issue, even before addressing the details of the issue. Secondly, we decided to define the term "urban runoff" as "water that flows off of our roofs, streets, and other hard surfaces when it rains; it can carry pollutants into the surrounding waterways." We felt like this was a definition that was, again, accessible to the general public — not too technical, but gives enough information to explain the problem. Next, we decided to limit our problem to decreasing the occurrences of urban runoff in the Cincinnati/ Northern Kentucky metropolitan area. This way we could define a target audience when discussing ideas for our solution: the residents of the Cincinnati/Northern Kentucky metropolitan area. Lastly, we decided that our criteria should be legal, cost effective, do as little harm as possible to area

wildlife, and reach as many people as possible. So, it is with all this information that we moved forward to decide upon a solution.

After those decisions were made and we had our basis for selection, we moved our discussion to the wiki. Team members proposed their own ideas about a solution that they thought would best solve the problem. Several great ideas were proposed, and after further discussion on both the wiki page and our weekly chat, we came to a consensus on one solution. The Cincinnati/Northern Kentucky 5k Urban Runoff and Festival was chosen as the best solution because not only did it meet all of the criteria that we set as a group but also had a strong educational component, which has been a very important aspect to the group since the beginning of our project. We feel very strongly that this solution will help bring attention to the problem of urban runoff and will provide people with ways to eliminate pollution of the Ohio River and other local water sources.

Overall, the decision-making process seemed to go very smoothly. This might be due to the research the team participated in, the fact that we met every week on IM to talk about how the project was going, and/ or that everyone in the group had a vested interest in seeing a solution to the problem come to fruition. Though it might seem that our decision- making process did not have a lot of discussion involved, Team Tigersharks did a lot of discussion of the problem and possible solutions throughout the entire process via e-mail and IM chat. The ultimate solution to the problem was really a group effort: every idea of each team member was taken into consideration and a creative solution was developed and agreed upon. In the end, a consensus was reached in the group with little disagreement in an environment open to all group members contributing his/her own opinions.

Recruitment Tools

Visual Layout

EHS provided the statistics, I provided the branded layout. These were printed on waterproof paper and then given to admissions to use during recruitment events.

SPECIAL EDUCATION STUDENTS ARE...

...INVOLVED

Small Classes
Allows personal interaction with faculty members inside and outside of the classroom.

Technology
Strategies on how to incorporate technology into the classroom are taught with a particular emphasis on assistive technology.

Experience
Real-world situations occur as early as sophomore year with mentoring throughout: observe classes, assist veteran teachers, and student teach.

...PREPARED

GRADUATE WITH A LICENSE IN MILD-MODERATE DISABILITIES (K-12)

4 years

TEACH AFTER GRADUATION

PERSONAL ATTENTION & FACULTY INTERACTION

Study Abroad
Undergraduate Research
Service Learning
Urban Teaching
Student Organizations
Student Teach Abroad

...PROFESSIONALS

Special Education graduates are teaching **ACROSS THE COUNTRY**
Ohio, Illinois, Colorado, Washington, Alaska and more.

MIAMI'S SPECIAL EDUCATION MAJORS HAVE NEARLY

100% JOB PLACEMENT RATE

CONTACT US:
College of Education, Health & Society
207 McGuffey Hall Oxford, Ohio 45056
513-529-6317 ehs@MiamiOH.edu

MIAMI UNIVERSITY
College of Education, Health & Society

TEACHER EDUCATION STUDENTS ARE...

...PREPARED

4 years
Complete any licensure program in 4 years, including a full semester of student teaching!

2-3 semesters
Engage in subject-specific and grade-specific methods classes for 2-3 semesters (compared to only 1 in other schools).

150+ partners
Collaborate with more than 150 school and organizational partnerships for real world learning experiences.

...GLOBAL LEARNERS

Study Abroad: Germany
Study Abroad: Austria
Study Abroad: France
Study Abroad: Luxembourg
Study Abroad: Belize
Study Abroad: China
Study Abroad: Czech Republic
Study Abroad: Prague
Study Abroad: Switzerland
Study Abroad: Australia
Study Abroad: New Zealand

...PROFESSIONALS

...TED THROUGH T...

The a...

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513-529-6317 ehs@MiamiOH.edu

Early C...
Educat...

MIAMI UNIVERSITY
College of Education, Health, & Society

KINESIOLOGY & HEALTH STUDENTS ARE...

...EQUIPPED

5 Majors
Make an impact as leaders in health, nutrition and sport careers–even concentrate in sport media or journalism.

12 Labs
Engage in dynamic classroom and experiential learning to understand the physical, metabolic, organizational, societal, and cultural forces that affect health and performance.

10 Clubs
Work with faculty advisors and gain valuable hands-on extracurricular experience with other students.

...SKILLED

Internships
Field Experiences
Clinicals
Research

100% DIETETICS PROGRAM INTERNSHIP PLACEMENT RATE
50% ABOVE THE NATIONAL AVERAGE

Meti-Man
Anatomage Table
Study Abroad
Service Projects

...PROFESSIONALS

Select Kinesiology & Health students have the opportunity to work with the **Miami Athletics Dept.**

Serving the Whole Person
NEW PROGRAM
PUBLIC HEALTH MAJOR

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College of Education, Health & Society

FAMILY STUDIES AND SOCIAL WORK STUDENTS ARE...

...INVOLVED

50+ agencies
Both social work and family studies majors have field experiences beginning sophomore year with over 50 community agencies to choose from.

28,290 hours
Number of community service hours contributed by family studies and social work students in 2014.

6+ areas
Faculty have expertise in gerontology, cultural diversity, interpersonal violence, military and veteran concerns, community, mental health, private practice and more.

...CONNECTED

PAYSCALE.COM

Independent Study
Miami/Wright State MSW
Assistantships

TOP 20 MOST MEANINGFUL COLLEGE MAJORS
#12 SOCIAL WORK
#16 FAMILY STUDIES

Certification
Student Organizations
Internships

...PROFESSIONALS

Knowledge from a variety of social science fields applied to an **INTERDISCIPLINARY CURRICULUM** improving the welfare of communities, families, children, and youth

employment is expected to grow from 2010 to 2020
19% JOB OPPORTUNITY GROWTH

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513-529-6317 ehs@MiamiOH.edu

MAJORS:
Family Studies
Social Work
Joint Criminal Justice
and Social Work (Double Major)

APPLY NOW:
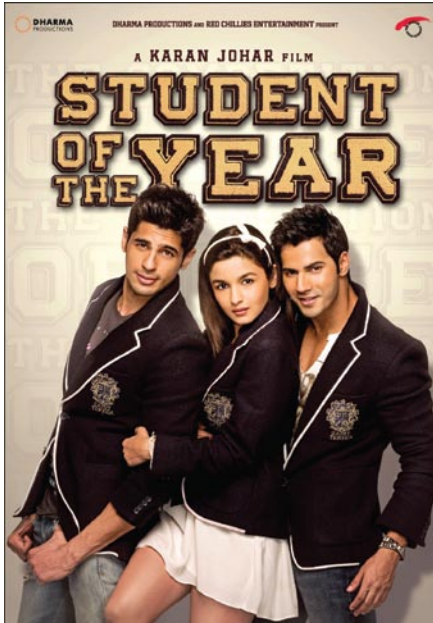Miami's Early Action Deadline is December 1st
MiamiOH.edu/apply

MIAMI UNIVERSITY
College of Education, Health, & Society

Music Review

Writing and Critique

MUSICAL EVALUATION

Writing a review takes colorful, descriptive language to help a reader grasp the information being relayed. This creative writing piece has a hint of critique.

I must profess, I am a huge fan of dancing. The music that usually entices me to get up and boogie is electronic, catchy, and has a good beat. *Student of the Year* may be the soundtrack to a movie, but it is also really good dance music. In fact, that is where I first heard it—at an Indian wedding reception!

The album opens with *Ratta Maar*, a guitar-strumming pop song that incorporates a male-female duet with a call-and-response mixed vocal background. It is catchy and toe-tapping, reminding me immediately of songs from *High School Musical*—so much, in fact, that I can almost visualize all the singer/dancers twirling around in their ornate Indian costumes, Bollywood style. Though *Radha* begins with a thirty-second free-form female solo, it immediately scratches old-school record style and jumps to electronica dance music hinted with traditional Indian music flair. This song is about the female lead's love of dancing and partying, and it has the instrumentals and drum beats to match. The music slows down with the next track, an Indian-pop love song called *Ishq Wala*. The duet is smooth, subtle, and romantic: think Bruno Mars' "When I was Your Man" meets Emma Hewitt's "Light". This song, incidentally, became the biggest hit of the album when it was released in India in 2012.

The real dance music turns back on in the second half of *Student of the Year*. The *Disco Song* is heavily studded with pounding beats, electronic sampling, and catchy vocal phrases that typifies electronica dance music—and yet another male-female vocal motif is added in to sustain the storybook-like theme. The next song, *Kukkad*, also incorporates a classic house music feel combining solo vocal phrases with interludes of electronic music and group responses, all with a heavily Indian influenced melody. *Vele* harkens back to the carefree dance style found in the first half of the album, but drops a nice rap verse in the middle making it sound closer to modern pop music than electronic Indian music. Finally, the whole album closes with *Mashup of the Year* incorporating lines and musical motifs from all the songs on the *Student of the Year* soundtrack. This is electronic sampling and house dance music at its finest. With its deep beats and recurring catch phrases, I quickly caught ahold of this song and held on to it while I danced the night away.

Student of the Year is not your typical electronica music album, but it is an energetic listen. At times it might feel a little melodramatic, owing to its deep roots in the Bollywood movie style, but if you are able to move past that, it becomes a fun set of dance songs that make you want to get up and move. Its traditional Indian musical styles combined with electronica and modern pop flavorings make the music fresh and carefree: a cultural twist on traditional dance music. So if dancing brings as much fun to your life as it does mine, try tapping your feet to this album and you might find yourself spinning around the dance floor, Bollywood musical style.

Freelance Projects

Design

CREATIVE CLIENTS

Sometimes you have clients that give you an idea and let you run with it. I was lucky to be able to flex my creativity with these freelance projects.

Blog Post

Writing and Research

Ohio Board of Regents grant awarded for graphic novel style inquiry based learning

Oxford, OH – The Ohio Department of Education has awarded a grant of $93,242.15 to Miami University College of Arts and Science and College of Education, Health and Society for their project entitled "Writing Inquiry Stories to Explore Science (WISE Science)". Led by Miami University's Center for Chemistry Education, this partnership will provide professional development for Ohio 6th to 8th grade educators in partnering Middletown City Schools.

Building upon the Center for Chemistry Education's efforts during the 2014-2015 school year, the WISE Science project provides a model for teachers to use in their classroom inquiry-based teaching and learning activities. Last year's process used inquiry stories and student characters to design investigations. In the inquiry stories, students first notice something in their daily lives and, after discussion, develop a testable question and experiment. The process the fictional students follow becomes a model for an experiment that students can then visualize and execute.

While the concept of a model story written in a typical narrative style was well-received, based on teacher feedback and collaboration, a graphic novel or comic-book style for the reading material emerged as the solution to engage reluctant readers. So, the Center for Chemistry Education transformed the science inquiry stories into comic book style readings. "Basically, this is a project that uses a graphic novel format in inquiry-based instruction for science education," described Dr. Tammy Schwartz, Department of Teacher Education's Instructor and Director of the Urban Teaching Cohort. These graphic inquiry stories were designed to step students through the scientific process: posing a testable question, designing an experiment and collecting data, and using results to make a claim with evidence.

The collaborators of this project hope to foster an energetic response from urban schools that traditionally shy away from an inquiry based
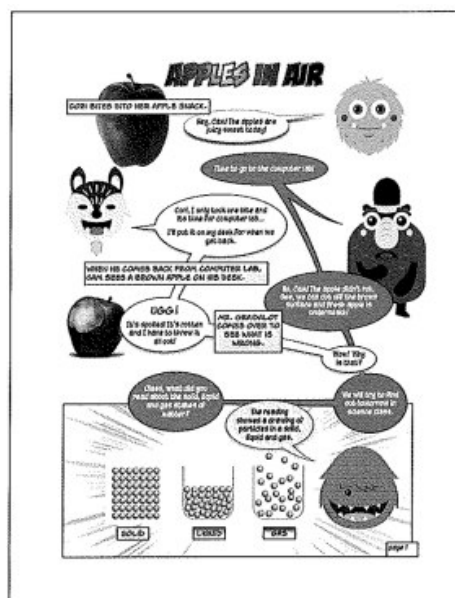
Above: Graphic inquiry story used to help students with the scientific proces

Blog Post (continued)

Writing and Research

curriculum. The Center for Chemistry Education will train teachers in urban classrooms to move away from seat work, explicit directions, and tests towards a more critical-thinking environment. By doing so, their goal is to improve student learning and results on state tests and other key indicators. "It has become clear to me that the [inquiry process] helps [the students] solidify what they have learned and emphasizes those big ideas of science," said middle school special education teacher Janet Frasher.

Over the coming summer, a group of 6th to 8th grade teacher leaders will participate in a summer program to learn inquiry teaching skills using comic style inquiry and magazine style content readings. They will then partner with Center for Chemistry Education staff throughout the school year to create Inquiry Cycle lessons to support their physical, earth, space, and biological science lessons in the classroom. Additional science and language arts teachers as well as intervention specialists will learn about and use the Inquiry Cycle lessons developed by the teacher leaders. Middletown City Schools anticipate that reading improvement will result in improved performance on the state assessments.

This award is effective January 20, 2016 through May 31, 2017, and is directed by Susan Hershberger in the Department of Chemistry and Biochemistry, Jennifer Blue in the Department of Physics, and Tammy Schwartz in the Department of Teacher Education.
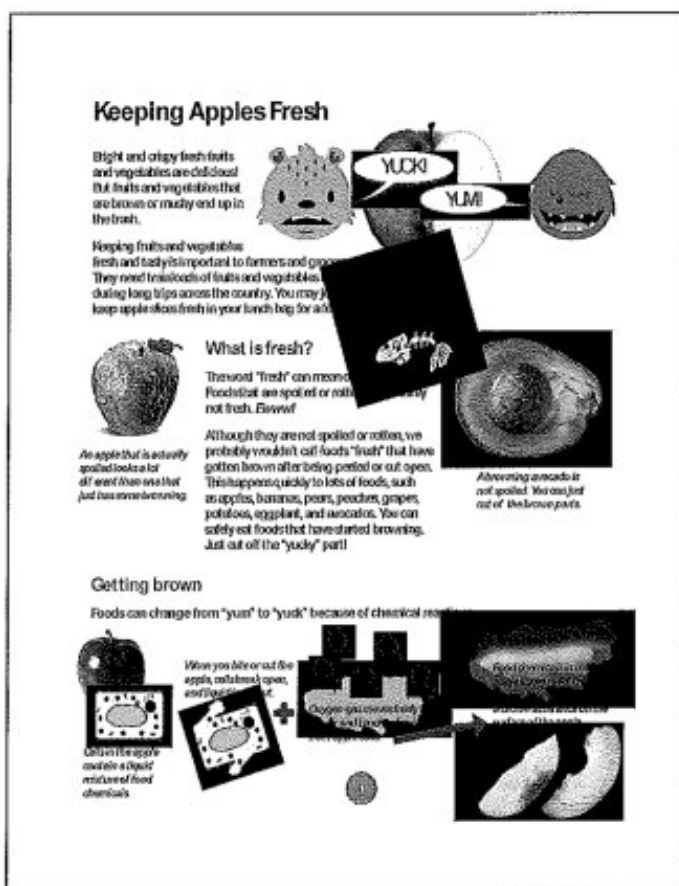
Above: Magazine-style science background reading

Digital Display Screens

Visual Design and Execution

DIGITAL DISSEMINATION

These screens quickly became popular internal communications for the College of Education, Health and Society. I received many compliments on my designs and weekly updates.