



# CAS Staff highlight

## Olivia Causby receives grant to attend Greece's International Conference on Communication and Management

Olivia Causby, administrative assistant in the World Languages and Cultures department, expanded her professional career into Greece this spring as a participant in the International Conference on Communication and Management (ICCM). This conference unites 23 countries to share innovative research and theories in intercultural communication, performance management, human resources and cross-cultural marketing. Sixty professionals presented papers and facilitated discussions on these topics. The resources and connections made through the trip will advance Causby's ability to provide opportunities to students and better market her department.

"As an administrative assistant, I balance various responsibilities for the department such as finance, travel, and serving as the "first face" when people have questions. I spend a lot of time assisting students, faculty, and community members with diverse backgrounds, and whom for many English is not their first language. I felt this conference would give me tools to better communicate with our increasingly more global community, and it did!" Causby stated.

Causby noted learning more effective means to brand and market her department's assets to both the community and interested students. She believes that the tools she learned will allow her to help connect current and future students to abroad opportunities and gain a deeper appreciation for foreign languages. "In a university that requires students' proficiency in a foreign language, it is important to present studying other languages as critical to becoming a global citizen and even enjoyable," Causby said. The Department of Foreign Languages and Cultures reaches nearly every Seahawk student at some point in their academic career. UNCW values global citizenship as a cornerstone of the university. Marketing its importance is vital. Through Greece's ICCM, Causby is now on the forefront of bringing a global perspective to students.

This unique experience was provided through a grant Causby received from Office of International Programs (OIP) that encourages global travel for staff in order to enhance their professional development. Causby's grant totaled \$2,500, which covered nearly all travel expenses. If interested in this grant or other opportunities, please visit OIP's website [www.uncw.edu/international](http://www.uncw.edu/international).

