

# PAIGE BALSHY

## STUDENT EXCELLENCE WINNER SOCIAL MEDIA THEORY AND STRATEGY

The Communication Studies faculty recognizes Paige Balshy for the VPA Celebration Excellence Award. Paige joined the department as a transfer student in 2019 from Harrisburg Area Community College. Dr. Urszula Pruchniewska writes, "I've had her for four classes now, and she has consistently been the top student in all of them. She always goes above and beyond and her projects are used as exemplars in other classes. Her Social Media Strategy project that she created in SMS101, in her FIRST semester here, has been the project used to inspire students in all SMS101 classes. She's impressively both very adept at understanding and critiquing theoretical concepts and in producing creative and research work. Her work is genuinely better than some professionals. In her User Experience class, she created this ingenious plan for fixing the user experience of Zoom, based on her own frustrations with the app."

Paige is completing her capstone project with a real company (a non-profit organization) that was looking for some help figuring out their social media. The founders of the organization are blown away by her initiative, dedication, and creativity over the past few months. They are offering her an internship over the summer to continue her great work there.

Paige is majoring in Social Media Theory and Strategy and has made the Dean's list every semester she has attended Kutztown University with a 4.0 GPA. She also is pursuing a minor in Communication Studies. In addition to her academic excellence, Paige is completing an internship at Nurturepa, a charitable non-profit organization that provides moms with information and resources for support following the birth of their baby.

Paige is an exceptional student and demonstrates the motivation and dedication for success. It is with pride that we recognize her for the VPA Student Excellence Award.