



Rachel Reiter

Major: Communication studies

Activities: Advertising Developers (ADs), Alpha Delta Sigma (advertising), Augustana Observer, Augustana Kammarkor Choral Ensemble (2014-15), Cantilena Augustana Choral Ensemble (2014-15), Omicron Delta Kappa (leadership), Augustana Writers Bureau

Internships: I was a public relations intern with Glen Ellyn School District 41 and a marketing intern with Acero Schools in Chicago.

Post-grad plans: Pursue a career in public relations

“Rachel Reiter, to me, epitomizes a servant leader. This quietly independent, gifted young woman has a generosity of spirit that humbles me. To some, Rachel’s sharp research skills and gorgeous writing may seem to come easily. But beautiful writing doesn’t just happen—Rachel’s Senior Inquiry project was the result of months of observation, research, writing, revision, reflection, editing, making choices. The focus of her work was on some of the most vulnerable among us. Rachel won the Communication Studies Senior Inquiry Award for good reason: her work is smart, beautiful and justice-centered. The farther she reaches, the more the world will benefit.”

— Dr. Sharon Varallo, professor,
communication studies

MORE THAN I IMAGINED 2018

SENIORS REFLECT ON ACCOMPLISHMENTS AND LOOK AHEAD

Why Augustana?

I was very involved in choir throughout junior high and high school, so Augie’s music department was the deciding factor. Although I chose to explore other extracurricular interests during my time here, I know I made the right college decision. Every area of study has much to offer, from classes to research to networking and professional development opportunities.

Are you where you thought you’d be when you first came to campus?

I’m happy to say that I fulfilled my academic and internship goals. But the journey, with all of its ups and downs, taught me more than I thought possible.

Who helped you get to where you are now?

First, my professors, who encouraged me to approach new projects with an open mind and use my personal interests to fuel the process. A special thanks to Drs. Varallo, Kunde, Nodulman, Yaschur and EDGE Center Director, Doug Tschopp.

Second, my mentor, who fostered my professional growth. Thank you, Beth Roberts in Communication and Marketing, for believing in me.

Most of all, my family, who have supported me from day one.

Peak experience?

Delving into my civic engagement Senior Inquiry project and building relationships with the English language learners (ELLs) at Longfellow Elementary. It was rewarding to witness their achievements and observe their progress over six months.

What surprised you?

I learned that I am determined and resilient. When I set goals, I work hard to exceed my own expectations.

How did you use Augie Choice?

I studied abroad for a term in Siena, Italy.

What will you miss the most?

I will miss the quiet serenity of early morning walks on campus and seeing friendly faces throughout the day.

Advice for the Class of 2022?

Don’t be afraid to do your own thing. Take this time to learn about yourself as an individual. You have a gift. Find it, cultivate it and share it.