



Alfred Today

Friday, August 12, 2011

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## What's Happening?

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TODAY	TOMORROW	SUNDAY
9:30 <a href="#">Tai Chi Workshop</a>		

### Reminder - Summer Hours End Friday, Aug. 12

All good things must come to an end and summer hours at Alfred University are no exception. Friday, Aug. 12 marks the official end to summer hours at the University.

Regular Academic year hours will go back into effect on Monday, Aug. 15. Normal University hours are 8:30 a.m. to 4:30 p.m. Monday through Friday. Please check with your Supervisor for any departmental exceptions.

Submitted by: Mark Guinan

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### 2011 Opening Session and Continental Breakfast

The Opening Session will be held on Tuesday, Aug. 23 from 8:30 to 10 a.m. in Ade Hall. All University employees are invited to attend. President Edmondson will introduce new faculty and staff hired over the last academic year. A continental breakfast will be served.

Submitted by: Laura Crain

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### No Parking in Front of Powell Campus Center

There is no parking in front of the Powell Campus Center. The Bookstore and AVI are beginning to receive deliveries for the upcoming semester and the roadway must be clear of all traffic. Violators will be ticketed.

John M. Dougherty  
Office of Public Safety at Alfred University

Submitted by: Deborah Clark

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### Planning Publications or Web Pages? Identity Standards in Place

As communications become more varied, more complex, and more frequent in the 21st century, clarity and consistency in communication becomes increasingly more important. The guidelines were developed to help to consistently convey the brand that is Alfred University to our key target audiences. A unified visual presentation benefits all of us by establishing a clear and direct association between our many and varied components.

By adhering to these standards, all divisions, departments, and offices will help project an image of cohesiveness and excellence that plays an important role in attracting high-quality students and faculty. Maintaining this image conveys the sense of stature, history and quality for which the University is known.

The Visual Identity Standards are administered and periodically updated by the Visual Identity Standards Committee. They are responsible for overseeing the University's graphic identity system, maintaining visual standards, and approving use of any representative mark or symbol. This applies to all forms of communication in print, web, and video. Units within the University are permitted to use the Alfred University name and its marks and symbols, according to established guidelines, for purposes of recruitment, development, or general promotion of the institution.

The Visual Identity Standards Committee will consist of the Director of Communications, the Director of Publications/University Designer, the Director of Marketing and the Webmaster. The Director of Communications will serve as chair.

Current members include:

Office of Communications

Sue Goetschius

[goetschius@alfred.edu](mailto:goetschius@alfred.edu)

607-871-2170

Rick McLay

[mclay@alfred.edu](mailto:mclay@alfred.edu)

607-871-2103

Office of Marketing

Jodi Bailey

[baileyj@alfred.edu](mailto:baileyj@alfred.edu)

607-871-2001

Information Technology Services

Judy Linza

[linza@alfred.edu](mailto:linza@alfred.edu)

607-871-2727

Attachment: [Revised Visual Identity Standards](#)

Submitted by: Susan Goetschius

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### Mentors Needed!

Help engage new students in the community and the campus! The Judson Leadership Center is in need of more faculty/staff mentors as well as upperclass mentors for the Saxon Sidekicks program!

In this tri-mentoring program, a first-year student is matched with a faculty/staff mentor, as well as an upperclass student. Interested? Please contact us at [sidekicks@alfred.edu](mailto:sidekicks@alfred.edu) or 607.871.2971.

Submitted by: Cheryl Foster

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### Study Abroad offers fulfilling off-campus fare

The latest Alfred Online magazine will give you a look at: summer programs offering shorter stays but long-time benefits; experiences to last a lifetime; global learning to bolster confidence; and finding

much in common in a global community. Take a look at: [www.alfredmagazine.alfred...??](http://www.alfredmagazine.alfred...??)

Submitted by: Deborah Clark

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