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TODAY	TOMORROW	SATURDAY
	6:15 Rochester Red Wings Baseball	<ul style="list-style-type: none"> · Western New York Sorting and 2 on 2 Penning · Western New York Team Penning

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

607-871-2170

Rick McLay

mclay@alfred.edu

607-871-2103

Office of Marketing

Jodi Bailey

baileyj@alfred.edu

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Information Technology Services

Judy Linza

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Attachment: [Revised Visual Identity Standards](#)

Submitted by: Susan Goetschius

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New Student Orientation: Goodie Bags

Goodie Bag stuffing will take place on Wednesday, Aug. 24. Contact Kathy at 2132 for time and location. In case you were planning to show up with material for the Goodie Bags, we now have a new number for you. The quantity should be about 675 pieces. Thanks! - Jean

Submitted by: Jean Poplawski

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Community Friends for International Students

The Office of International Programs is looking for community members who are willing to befriend an international student for the year. We will match you with an international student and get you together at a reception. You take it from there.

We ask that you commit to inviting the student to dinner at your house once during the semester. Beyond that, it is up to you and the student how much contact you want to have. This is a great way to get to know more about a foreign country (great for your kids, too!).

If you are interested, please send e-mail to Vicky Westacott@alfred.edu and put "community friends" in the subject line. If you know any community members outside the University who might be interested, please let them know about the program. Thanks for your help!

Submitted by: Vicky Westacott

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Stipends for artists available

Strategic Opportunity Stipends (SOS) a program of the New York Foundation for the Arts working in collaboration with arts councils and cultural organizations across New York State, is designed to help individual artists of all disciplines take advantage of specific opportunities that will significantly benefit their career development. Artists working in all disciplines (including literature, media arts, visual arts, music and theater) may request support ranging from \$200 to \$1,500. The next deadline is Sept. 12, 2011. This deadline is for opportunities occurring between Nov. 1, 2011 and Oct. 31, 2012. To learn more, go to: www.nyfa.org/sos. You may also contact Catharine Kendall Hannoosh at ckendall@nyfa.org.

Submitted by: Deborah Clark

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Inamori School of Engineering Faculty Research Update

Over 40 new items including books, patents and scholarly journal articles have been added in the latest update to The Inamori School of Engineering "Recent Faculty Publications" webpage, many with immediate links to online journal resources.

This Web page, updated twice yearly, represents the latest year of published research activity.

Go to: <http://engineering.alfred...>

Link: [School of Engineering Research Update](#)

Submitted by: Deborah Clark

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