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TODAY

TOMORROW

WEDNESDAY

 9:00 [MS/MSE Thesis Defense](#)  
 - Liang Shen
**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

[back to top](#)[Send Email Reminder](#)**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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### Cyber Fresh Cafe

CYBER FRESH

WILL BE REOPENING  
MONDAY, AUG. 15

8:30 A.M.-1:30 P.M.

MONDAY -FRIDAY

CLOSED  
SATURDAY & SUNDAY

Submitted by: Michelle Miller

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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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### Do You Have a Will?

Think you don't need a Will or a Living Will? If you are like most people, you don't like thinking about planning for your death. However, there are many good reasons why it is very important to have a will no matter what your personal circumstances might be.

For example, to have a say in your healthcare treatment if you are not able to speak for yourself, to assign guardianship for minor children, and to secure your assets.

CIGNA, our life insurance provider makes it easy for you to take care of these important issues by offering a free service that allows you to prepare a Will, a Living Will and a Healthcare Power of Attorney right on your computer. Follow the attached to take advantage of this necessary project.

Attachment: [will\\_preparation.pdf](#)

Submitted by: Mark Guinan

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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...??](#)

Submitted by: Deborah Clark

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### **Children's Program: Fancy Nancy Party**

Thursday, Aug. 8, 1 p.m.  
David A. Howe Public Library  
155 N. Main St., Wellsville  
585-593-3410

Children ages 4-10 years of age are invited to share the fancy side of life at a fancy tea party on the Library Back Terrace. Spaces are limited for terrace seating, so please sign up in advance. "The Little Mermaid" will be shown following the party at 2:30 p.m.

Submitted by: Deborah Clark

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### **Classic Movie: 'South Pacific' (1958)**

Tuesday, Aug. 16, 6:45 p.m.  
Nancy Howe Auditorium  
David A. Howe Public Library  
155 N. Main St., Wellsville  
585-593-3410

Film version of Rogers and Hammerstein musical is from James Michener's vignettes about World War Two life on a Pacific island. Actors include Rossano Brazzi, Mitzi Gaynor, Ray Walston, and France Nuyen.

This library-sponsored movie is free and open to the general public.

Submitted by: Deborah Clark

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