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TODAY	TOMORROW	THURSDAY
1:00 Walk-In Hours	1:00 Walk-In Hours	1:00 Walk-In Hours

Outdoor Warning Sirens Test

Alfred State College has scheduled a test of its outdoor warning sirens on Wednesday, Aug. 31 at 10:10 a.m.

In the event of life threatening emergencies, Alfred State will activate the outdoor warning siren. Any emergency that causes ASC to sound its alarm also has the potential to affect people on our campus. If and when you hear the siren, you should immediately return to a known safe, indoor location.

Information about the emergency, including instructions about what to do, will be communicated via NY Alert. If possible, other methods will be used including WALF broadcasts and postings on entrance doors to academic and residence hall buildings.

Siren Test Wednesday, Aug. 31 at 10:10 a.m.
Familiarize yourself with the siren by listening to the attached audio file.

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

607-871-2170

Rick McLay

mclay@alfred.edu

607-871-2103

Office of Marketing

Jodi Bailey

baileyj@alfred.edu

607-871-2001

Information Technology Services

Judy Linza

linza@alfred.edu

607-871-2727

Attachment: **Revised Visual Identity Standards**

Submitted by: Susan Goetschius

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New Student Orientation Check-in, Aug. 25

On Thursday, Aug. 25, Alfred will be checking in new students at the McLane Center gym. We need to ask anyone who normally parks in the McLane Parking Lot or in front of McLane to please park elsewhere on that day. We will need the parking space for the large number of parents and students we are expecting.

Thank you for your understanding and cooperation.

Kathy and Jean

Submitted by: Jean Poplawski

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Baldrige Reading and Study Skills Program

Details: The Baldrige Reading and Study Skills Program will be offered on campus during the week of Aug. 29 - Sept. 2, 2011. Students will meet daily for 75 minutes. Contact Cheryl Monroe, Provost's Office (monroec@alfred or 2137) for more information.

Submitted by: Cheryl Monroe

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AU to Go!

Alfred University has launched a new mobile web site especially for use on smart phones. Check it out

at <http://m.alfred.edu>

Kudos to the AU Web Team - Judy Linza, Pamela Torok and Adrian Cogswell, plus the student workers - and University Designer Rick McLay for creating the site.

Herrick and Scholes libraries are also excited to announce a new guide to library resources for mobile users: <http://libguides.alfred.e...>

-- Web Advisory Group: Jodi Bailey, chair; Gary Roberts, Mike Neiderbach, Brian Striker, Ezra Shales, Sue Goetschius

Link: [Mobile site](#)

Submitted by: Susan Goetschius

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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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RENT or Buy New, Used, Digital at the AU Bookstore

Remember to pre-order your textbooks online at <http://alfred.bncollege.c...>. We will have the books boxed ready for you to pick them up. It's fast, easy, convenient!

Link: <http://alfred.bncollege.com>

Submitted by: Marcy Bradley

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Professors: Don't Cancel Your Class

If you are going to be out of town or unavailable for one or more of your classes, please consider allowing the Career Development Center to meet with your students to address career-related issues. From the general to the specific we welcome the opportunity to prepare a presentation for your class.

To request a presentation or workshop call 607.871.2164 or e-mail Mark McFadden at mcfaddenm@alfred.edu.

Link: [Possible Presentations and Faculty Resources](#)

Submitted by: Mark McFadden

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Internal Job Posting

Part-Time Barn Assistant
Equestrian Center
Grade A

Link: [Barn Asst Posting](#)

Submitted by: Kim Wyant

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