Tuesday Newsday
July 12, 2016

Attend the Brand Definition Project Presentation
President Michael Grandillo has requested faculty and staff take part in reviewing the survey results and proposed messages for the Madonna University Brand Definition Project. Based on the input from nearly 1,000 survey responses, and from group meetings with faculty, staff, students, alumni, friends, parents, trustees and other constituents, we have developed a proposed brand promise and brand attributes that describe the Madonna experience in a way that is accurate, compelling, and differentiated.

The marketing team is excited to share with you some creative concepts developed for use in publications, on billboards, and in digital media. Please join the marketing team at one of the following meetings in Kresge Hall: Monday, July 25, 1-2 p.m., or Tuesday, July 26, 10-11 a.m.

Professor Presents in Scotland
Professor Danny McDougall recently presented at the Critical Link 8 conference, held in Edinburgh, Scotland, his paper “The Poetic Features of Sorry/Grateful: A Linguistic Analysis.” His presentation shared results of an analysis of two projects related to a translation of the song, “Sorry/Grateful” from the musical “Company.” Findings revealed a systematic and purposeful use of sign language poetry techniques in the translation of the song from English into American Sign Language. McDougall also presented findings from a focus group with Deaf participants, which elicited a reaction to the translation. Deaf respondents associated the use of space with specific meanings, and indicated that neologisms created in the translation where successfully employed. McDougall is working to earn his Ph.D.

Orientations Continue
Madonna will be hosting its next group of incoming first-year students on campus Thursday, July 14, from 9 a.m. 5 p.m. Check-in will be in the Franciscan Center Gathering Space, so please direct students and their families, if you see them that morning.

Human Resources Announcements
Please congratulate these employees on their job changes, which were effective July 5:
Anne Lies is now Director of Counseling and Disability Resources
Djennin Casab is now Director of Service-Learning and Civic Engagement

Athletics news
For the latest Madonna athletics schedule and news, visit www.madonnacrusaders.com.
Have an item for Tuesday Newsday? Submit to marketing@madonna.edu by Friday at 5 p.m. Plan ahead and provide event information at least two weeks in advance.