

Idgroup Now Feeding at the MUW Budget Trough

HATTIESBURG – Documents obtained by USMNEWS.net from the Mississippi University for Women via a Mississippi Open Records Act request indicates that Mona Amodeo's Idgroup is now feeding at the MUW budget trough. The insert below shows e-mail communication between Amodeo and officials at MUW, including MUW president Jim Borsig, regarding *Core Dialogue* sessions that Idgroup is preparing for MUW this fall (2012).

From: Mona Amodeo <mona@idgroupusa.com>
To: Mary Margaret Roberts <mmroberts@alumni.muw.edu>
CC: Jim Borsig <jborsig@pres.muw.edu>, Lindsey Braxton <lindsey@idgroupusa.c...>
Date: 8/9/2012 9:02 AM
Subject: Core Dialogue Invitation
Attachments: BFC_Borsig_dialogue_Invite .docx

Good morning,

The first MUW Core Dialogue sessions are September 12th and 13th. We recommend sending letters of invitation out approximately 30 days prior to the session. Attached is a draft letter of invitation for your review and editing. If the tone of voice is not consistent with President Borsig's voice, please feel free to adjust. I will get better at writing for him after we have done this a couple of times. Please send me the final letter so we will have it for the report we will prepare at the end of the process.

This letter should be personally addressed to the participants from the President. I recommend that you mail it via snail mail on the President's official stationary as well as sending via e-mail.

If you have not already done so, you may want to consider creating an "A" list of invitees and a "B" list. If you are not able to fill the session with A list then you can begin inviting "B" list on the 27th.

Remember our ideal number for each session is 35.. try not to exceed 40 and no fewer than 30 if at all possible. We have found these numbers to produce the greatest success during a 4 hour session
Call me if you have questions

Thanks
Mona

Next steps for you:

1. August 14th: Send final invitation to all participants (please send me the final version for our files)
2. August 22th: Send a reminder e-mail from Mary Margret to those who have not responded
3. August 27th: Send second round of invitations if you need more people to fill sessions

Next steps for Idgroup:

1. Draft protocol to you for review August 16th.
2. Meeting prep materials list to you August 16th.

[http://idgroupcreative.com/gfx/idgroup_emailbannersm2.png]<<http://www.idgroupusa.com/>>

Mona Amodeo
O 850.438.7823 C 850.748.7313 F 850.438.7820
A 300 East Intendencia Street Pensacola, FL 32502
W idgroupusa.com<<http://idgroupusa.com/>> E mona@idgroupusa.com<<mailto:mona@idgroupusa.com>>

Sources tell USMNEWS.net that Borsig, interestingly, has two degrees from USM and also served on the USM faculty/staff several years ago. Thus, it is possible that Amodeo benefitted from her long-standing relationship with former USM president Martha Saunders in securing MUW's business (for Idgroup) through Borsig. The next insert, below, is a copy of a *Core Dialogues* invitation drafted for Borsig by Idgroup.

Draft/Letter of Invitation
 Core Dialogue Session MUW
 Amodoa/August 9, 2012

idgroup

August 14, 2012

Dear _____

This is an exciting time for all associated with MUW. As we move forward we have a unique opportunity to write a dynamic next chapter in the long and storied history of our institution. With this goal in mind, I felt it would be very valuable for our university community to take a moment to pause and reflect on where we have been, celebrate our accomplishments and design a plan that will help define the storylines of chapter we will write together.

I believe our university has an opportunity to step onto a bigger stage. It is time for us to be recognized by others for what we know to be true. MUW has programs of excellence, accomplished faculty dedicated to both research and teaching and a supportive and talented staff. We continue to produce graduates are making their mark in all corners of the world.

To achieve this goal, I am convening six facilitated dialogue sessions in September that will inform our strategic planning and branding processes. We want and need to tell the MUW story to the world. This will give us an opportunity to write that story together. Each of the sessions will engage a cross-section of people representing various segments of our university community: faculty, staff, students, alumni, community members and governmental representatives.

I am writing to invite to lend your voice to this important process. You are invited to participate in the session that will be held DATE, TIME, LOCATION. Please RSVP to _____ by August 24th.

We ask that all participants who accept this invitation commit to staying during the entire session, as this is an important part of the process. No advance preparation on your part is needed. We ask only that you bring your passion for the success of the institution, your ideas and your willingness to collaborate with others as we seek to define together the next level of success of MUW.

Sincerely,
 Jim Borsig
 President

Other documents obtained from MUW by USMNEWS.net show that thousands of dollars are now being transferred from MUW coffers to Pensacola-based Idgroup. Inserted below is a check request form filed at MUW, authorizing payment of \$32,000 to Idgroup for Core Dialogues services. The check request form was filed in response to the Idgroup invoice dated June-2012, which is also inserted below.

Mississippi University for Women Foundation
 Check Request Form

Date of Request: 6-13-12 Amount of Request: \$32,000.00

Vendor Name: ID Group
 Vendor Address: 300 East Intendencia
Pensacola, FL 32502

Foundation Fund Name: Special Projects

FOR FOUNDATION USE (1)
 Expense Account Number: _____
 Fund Balance Account Number: _____

Tease call when ready: _____ Please mail to the above address:

Tease mail to campus address: _____
 ame@Extension: _____

scription or Special For initial investment in the
 tructions: Project

Check Requested By: [Signature]
 Approved By: [Signature]
 Foundation Approval: _____

Form with invoices or receipts attached to: MUW Foundation
 P. O. Box W-1618, Columbus, MS 39701
 (Suite 200, 2nd Floor of Wolfy Hall)

300 east intendencia
 Historic servito
 pensacola, florida 32502
 (850) 438-7823
 www.idgroupusa.com

Invoice

DATE	INVOICE #
6/13/2012	3155

Bill To: Mississippi University for Women
 1100 College Street, M/FW-1500
 Columbus, MS 39701

Ship To: _____

P.O. NUMBER	TERMS	REP	SHIP	VIA	F.O.B.	PROJECT
	Net 15					

QUANTITY	ITEM CODE	DESCRIPTION	PRICE EACH	AMOUNT
<small>Transferring from the Core-Phase I and Phase II</small>				
		Total Investment:	\$72,000	\$72,000.00
		Billing Schedule:		
		Upon Assignment:	\$32,000	
		August:	\$10,000	
		September:	\$10,000	
		October:	\$10,000	
		January:	\$10,000	
		Sales Tax (6.5%)	\$0.00	\$0.00
		Total TOTAL		\$32,000.00

*Manual Invoice per request
 JAB 6/14/12*