

*DEAR USMNEWS.NET*

Dear usmnews.net,

Any insights on what will happen to the contract with [Mona Amodeo's ID group](#) after [Dr. Saunders](#) officially steps down as president on June 30, 2012?

Name withheld

Dear Name withheld,

I don't have any insights on this one. Hopefully, the contract will be terminated and the money used to improve the quality of education. Perhaps the interim president and the new president (whoever that may be) will be more concerned about lifting the University from a fourth tier status than paying a public relations firm (quoting from Ms. Amodeo's webpage) "to impact metrics that matter to all organizations - increased brand differentiation, improved employee engagement, enhanced marketplace recognition, and stronger brand communities." I'm not sure what this doublespeak means, but it doesn't mention improving the quality of education, holding the line on tuition and fees, or anything else that should be relevant to a university.

One interesting note. According to Ms. Amodeo's [idgroup webpage](#). Mississippi University for Women has signed up with idgroup presumably to "develop powerful imagery and messages that connect with your target markets and deliver on a clear strategy."