

Creative? Bold? Determined?

by Duane Cobb

Martha Saunders and Mona Amodeo's idgroup created a theme for Southern Miss -- **Creative. Bold. Determined.** The question is just how **CREATIVE** [Saunders](#) and idgroup really are -- or at least what they pass off as creative.

Start with the front page of the University of Wisconsin -- Whitewater's strategic plan. (For those of you who may have forgotten, UWW sources reported that one of Dr. Saunders' earliest acts as chancellor at UWW was to hire idgroup to develop a strategic plan.) Here's what you will see.



(if you are having trouble reading the UWW logo, it says "STAY CLOSE. GO FAR.")

Saunders and idgroup came up with a theme for advertising the University of Southern Miss. which says.

Stay Here. Go Far.

Think we're joking. Here's the link to [Southern Miss' website](#). Here's the link to the strategic plan for the [University of Wisconsin - Whitewater](#).

"Stay Close. Go Far." "Stay Here. Go Far." Is this one word change really **CREATIVE**? Is it really worth all the taxpayer and tuition dollars paid to idgroup?