

Whitewater to Pensacola

Amodeo also Benefited from Saunders' Stay at UW-W

Recent reports and letters about Mona Amodeo's ID Group (a public relations outfit) in Pensacola have reached at least as far north as Whitewater, Wisconsin. Since such postings, documents have made it down from Wisconsin to USMNEWS.net, some of which indicate that Saunders spent about **\$100,000** on Amodeo's services while Saunders served as UW-W chancellor. The cover of Amodeo's 2005 report for Saunders, the date of which (18-Nov-2005) indicates that Saunders quickly put Amodeo on the State of Wisconsin gravy train, is inserted below:



One source who spoke with USMNEWS.net described the campus summit facilitated by Amodeo as “junk . . . nonsense,” adding that Wisconsin taxpayers were “hosed” by Saunders and Amodeo to the tune of about \$100,000, as mentioned above. A quick peek at the Table of Contents of this 2005 report reveals some of the same types of “communications speak” as Amodeo’s “collective individualism” tagline for USM (see insert below).

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The so-called Pre-Strategic Dialogue page, inserted below, continues the aforementioned theme:

Project Overview

Abstract

The University of Wisconsin-Whitewater's new Chancellor, Martha Saunders, asked facilitators from ID Group to conduct a week-long series of campus summits. The objective of this project was to engage the UW-W community in a pre-strategic planning dialogue of the strengths of the university. This process was based on the assumption that individuals and organizations are most effective when moving in the direction of their hopes and dreams. Analysis of the data generated during the four-day summit produced two prominent themes, a university without borders and a family of learners, and eight energy fields strongly supported by participants: diversity, international focus, community, integrated learning, personal and collective success, external resources, accessibility, and making a difference.

The themes will provide a strong focus and position for strategic planning.

Purpose of the Study

The study aimed to familiarize the new chancellor with the sentiments and interests of campus members; to assure the new chancellor that the current strategic goals were, in fact, supported by the campus; and to provide a framework for a revised strategic plan in anticipation of the upcoming accreditation visit of the Higher Learning Commission.

Method

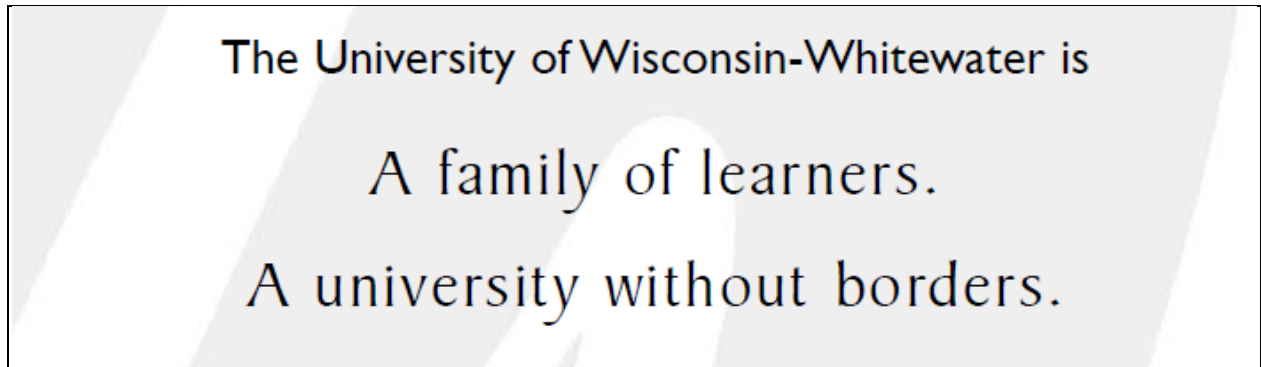
During the week of September 19, 2005, Chancellor Saunders hosted 7 campus summits. Each meeting lasted three hours and included between 30 and 50 representatives from the faculty, staff, student body, alumni and community. Participation was open to all.

Facilitators from ID Group of Florida utilized their Branding from the Core™ process which is based on the concept of Appreciative Inquiry.

PRE-STRATEGIC DIALOGUE

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The \$100,000 summit provided Amodeo with the “positioning statement [for UW-W]” that is inserted below:



Clearly, Amodeo’s earlier (2005) work for UW-W looks very similar to her more recent public relations model for USM. For those who are interested in learning more about this work for UW-W, USMNEWS.net will be publishing the report in its entirety.