In this issue of Connection, we are excited to share with you our new branding, which includes a new name, logo and tagline. For a year and a half, we have been preparing for this moment—doing research, talking to stakeholders, testing designs and messaging and preparing new materials.

While our name and look have changed, our mission has never waivered. We remain committed to promoting independent living through lifelong distance education programs for people who are blind or visually impaired, their families and blindness service providers.

We hope you are as excited as we are about Hadley’s new brand and we cannot wait to share it with everyone! You will notice a new look to Hadley’s website and will begin to see various new materials in 2016, including a new ACE/HS Catalog and an updated design for eConnect, our weekly email newsletter. To learn more about our rebrand, visit hadley.edu.

In this abridged version of Connection, in addition to the rebrand, we also share the inspiring stories of our 2015 Student Award Winners and details about our 2016 Spring Into Braille Reading Program. We also offer a fond farewell to Hadley President Chuck Young who is retiring this spring.

Please be aware that this is the last print issue of Connection. Starting in September, this newsletter will be available online only. Of course, it will continue to provide you with all the curriculum updates, news and information you have come to expect from us. With the new online version, we hope to keep you “in the know” even more often.

Welcome to Hadley Institute for the Blind and Visually Impaired!

Sincerely,

Dawn E. Turco
Senior Vice President

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New ACE/HS Catalog is Here!

To order, contact Student Services at student_services@hadley.edu or call 800.323.4238.
It’s a **Brand** New Day at Hadley

The perception of blindness and visual impairment is changing. So too is Hadley. We are continually evolving to meet the needs of a broad spectrum of individuals with visual impairment. And now there’s a BRAND new way to see Hadley...

Hadley’s foundation is education and lifelong learning, primarily for adults, but the term “school” has been misinterpreted to mean we are a residential facility for young children who are blind, when just the opposite is true. Hadley is the largest, worldwide provider of distance education for people with vision loss ages 14 and up.

“Institute,” on the other hand, offers broader language. While it speaks to education, it defies

“A Grown Up Name

Early a century after our founding, Hadley has evolved to serve a broad spectrum of individuals with vision loss, including those with low vision. While we have, and will always serve people who are blind, we recognize there is a burgeoning population of older adults who are experiencing age-related vision loss, and are expanding our programs and services to address their needs.

“From the High School Program, to Adult Continuing Education, the Forsythe Center for Employment and Entrepreneurship and now as a blindness professional—Hadley has given me the tools to advance my career.” —Charles Scrivener, 2015 Lifelong Learning Award Winner
space and place. It also provides an umbrella with which to talk about the many programs and services that Hadley offers and the many audiences that Hadley serves, including people who have long been visually impaired and those new to sight loss, their families and blindness service providers.

A Fresh Look

As part of Hadley’s rebranding effort, we wanted a new logo that was simple and easy to recognize, yet fun and contemporary—something that says we are innovative and forward thinking.

We wanted a logo that shares how we have changed, but also how we have remained true to our roots. The graphic represents the braille letter “h,” honoring Hadley’s long-standing commitment to braille excellence since its founding in 1920. The graphic is also reminiscent of stained glass in prairie architecture, a throwback to the North Shore of Chicago, where Hadley is located.

This text-based logo is flexible and can be customized. The graphic can stand alone or with the name Hadley. As we roll out our new branding over the coming year, you will see the logo appear in different colors pertaining to different Hadley programs but with the same overall look and feel.

A Creative Tagline

Educating — for life

It’s who we are. And it offers a double meaning.

Hadley has always been committed to educating people over a lifetime. That’s our mission—promoting independent living through lifelong learning. Hadley is all about lifelong independence for people with vision loss.

Equally important is Hadley’s dedication to educating its students on life skills by providing the curriculum, tools and resources to help them reach their full potential. We empower our students to live life to the fullest.

Find out more at hadley.edu, where you’ll notice a refresh in the look of our website, and a link on our homepage to a microsite developed just for our rebrand.

“From the Hadley Correspondence School when I started, to today—Hadley has kept the needs of our students front and center. As the longest serving teacher, it has been a privilege for me to watch us grow and change for all these years!” —Betsy Slade, Braille Literacy Instructor
Students Honored for Exemplary Achievement in Hadley Courses

For 96 years, Hadley students have demonstrated growth and accomplishment. In 1959, an annual tradition of honoring our highest achievers began—presenting awards to more than 200 students over the years. The Student Awards recognize individuals whose hard work, determination and spirit serve as an inspiration to others.

STUDENT OF THE YEAR AWARD—PAM SCHNURR, INDIANA

For 25 years, Pam Schnurr was a blind vendor running a cafeteria in a downtown Indianapolis Post Office. Three years ago she partnered with Southern Foods and is now running a cafeteria, convenience store, coffee shop and vending operations in a federal building. Since this role is so different than her previous one, she turned to Hadley to increase her business acumen.

Pam has used her new Excel skills to work with her payroll system and a “Business Communications” class at Hadley has helped her with her correspondence responsibilities. Pam also expects that her “Business Law” class will help her negotiate an upcoming contract with union employees. “I feel much better prepared to understand the contract language, and I think I can now have greater input when talks begin,” she said.

BRaille STUDENT OF THE YEAR AWARD—MYRA BRODSKY, NEW JERSEY

Myra Brodsky was not born blind. She developed Retinitis Pigmentosa later in life and did not learn braille until after she retired. Prior to her retirement, Myra worked as a court reporter in the New York State Court System for 35 years.

During the last 10 years of her career, the New Jersey Commission for the Blind and Visually Impaired voted her one of their most successful cases and asked her to become a motivational speaker. She later learned that she was the only blind court reporter in the U.S. who was actively working in the court system.

Since her retirement, Myra has taken six Hadley braille courses. “At home, I do general labeling and write my shopping lists. When I travel, I make bullet cards with flight information and itinerary,” she says. Myra has also done some freelance braille work for several renowned museums and galleries in New York, including MoMA, The Jewish Museum, The Solomon R. Guggenheim Museum, The Whitney Museum and The Frick.

DONALD WING HATHAWAY LIFELONG LEARNING AWARD—CHARLES SCRIVENER, MISSISSIPPI

Charles Scrivener was diagnosed as legally blind in 1984 due to a brain tumor. As the tumor grew, Charles’ visual acuity decreased. After radiation and chemotherapy, Charles adjusted to his newly narrowed vision field. When further treatments and operations did not help his vision, he sought out other methods to compensate for his sight loss.

For the past 18 years, Charles has been learning from Hadley. “Hadley’s high school courses furthered my academic knowledge and preparation for college. Later, the ACE program increased my knowledge about cooking,
business principles and seeking employment.”

Since 2012, Charles has served as a braille and communications instructor for the Mississippi Department of Rehabilitation Services. Hadley’s HSPS courses have helped him to teach braille to students who faced different challenges.

“Hadley courses range from academics to leisure topics,” Charles said. “Courses are available online, in braille and on flash drives and you can correspond by phone and email.”

RICHARD KINNEY
CHALLENGE OF LIVING AWARD—
LISA FERRIS, OREGON

Lisa Ferris is deaf-blind due to Alport’s Syndrome, a congenital progressive disease that leads to hearing and vision loss. Lisa has an M.Ed in special education of students with severe disabilities and deaf-blindness from the University of Kansas.

Lisa and her husband, who is also blind, own and run a vocational rehabilitation training business called Miles Access Skills Training (MAST). The entrepreneurial couple works with employers to make the workplace more accessible, and with people with disabilities to gain the technology skills they need.

Lisa came to Hadley seeking business instruction. Hadley’s business classes have allowed Lisa to concentrate on the content of the classes, rather than worrying about how to gain access to the material. As Lisa’s hearing and vision have decreased, she has also taken Hadley’s braille courses.

ROBERT J. WINN
FAMILY EDUCATION AWARD—
DONNA MCNEW, WASHINGTON

Donna McNew’s primary focus in life is her family, making it only fitting that she would receive this year’s Robert J. Winn Family Education Award. Donna homeschools her three special needs children whom she and her husband adopted from China. They are being raised in their rural country home. “One of my closest friends, Joanie, is blind. Knowing that blindness isn’t something to be feared, dreaded or avoided, but in fact, just a personal characteristic—a part of the person that makes each of us unique—led us to bring home our daughter Adelyn Rose who is blind without hesitation,” Donna said.

Before Adelyn even arrived, Donna had completed her first Hadley braille course. “I couldn’t get enough of it fast enough—I completed and submitted three of four lessons in one week,” says Donna.

In her most recent course, “Transitioning to Unified English Braille,” Donna had Adelyn shadow her and they learned together—correcting and reminding each other of the changes in the braille code.

Adelyn now knows UEB even before her teacher of the visually impaired (TVI) and has been able to teach her some of the code changes—all thanks to Hadley.

DEAN W. TUTTLE
PROFESSIONAL EDUCATION AWARD—
MARGOT A. HAYDEN, MASSACHUSETTS

Margot A. Hayden’s journey as a certified braille transcriber began when she volunteered at her children’s school. Staff and faculty were impressed by the way she interacted with children, so they offered her a position as a paraprofessional assisting a girl who had lost her vision. While the girl was skilled at braille, Margot did not know braille at all. Margot was thus forced to learn braille quickly to transcribe the student’s assignments and turned to Hadley.

“My Hadley instructors have been wonderful. I am a student who loves feedback and they were very good about supplying me with the correct information,” she said. “They also gave me additional resources, which reinforced the subject matter.”

The more Margot learned of braille, the more she realized she enjoyed it. Several years later, (See Student Award Winners on page 7)
It’s Time to Spring into Braille!

Whether you are an experienced or a new braille reader, we welcome you to participate in the 2016 Spring into Braille Reading Program. Read a minimum of 100 pages to be entered in the prize drawing. If you participated in the past, you will see that the prize guidelines are different from previous years.

There are five reading categories, each based on the total number of pages read. One prize will be awarded in each category:

- Category 1: read 100-200 pages
- Category 2: read 201-500 pages
- Category 3: read 501-1000 pages
- Category 4: read 1,001-2,000 pages
- Category 5: read over 2,000 pages

Your name will be entered in the drawing one time in your reading category. If you are currently enrolled or complete a Hadley course during the duration of the program, you will earn a Bonus Entry and your name will be entered an additional time.

In total, five prizes will be awarded. One winner from each category will receive a $50 gift certificate to National Braille Press. All participants will receive a Certificate of Participation.

The drawing is open to all current and former Hadley students in ACE, HS, FE or HSPS Programs, whether you read braille by touch or by sight. Learning braille through Hadley is not required. You may read to yourself or aloud to others. All braille paper sizes are acceptable. Pages may have any number of words, but the entire page must be read. You may read contracted or uncontracted material, including braille-only or Twin-Vision print-braille books. Hard-copy or downloadable braille are both acceptable. You may NOT, however, count Hadley course materials or textbooks. Speech access is not permitted.

The reading program runs April 1 – May 31, 2016. Completed reading logs must be received at Hadley by June 15. The random drawing will be held on July 1. Winners will be notified by email or telephone.

All participants must register on the Hadley website or by telephone. Registration begins March 21. Keep track of your books using our electronic reading log. Reading logs also can be completed in braille or print formats.

To register or to request a braille copy of the reading log instructions, contact Debbie Siegel or Linn Sorge, after March 21, at 800.323.4238 or springintobraille@hadley.edu.

Did you know that Hadley has more than 4000 followers on Facebook, 2000 followers on Twitter, and 550 connections on LinkedIn? Last year, we had more than 20,000 views on YouTube. Stay up-to-date on our latest courses, seminars, trends in the field and more! Search Hadley Institute for the Blind and Visually Impaired on any of these platforms and connect today!
A Farewell to President Chuck Young

After 10 years as president of The Hadley School for the Blind, Chuck Young has advised the school’s Management Committee of his intent to retire.

Mr. Young’s 10-year tenure resulted in a multitude of notable accomplishments. Among these, a partnership with the Blinded Veterans Association; establishment of the Forsythe Center for Employment and Entrepreneurship, which resulted in a partnership with the National Association of Blind Merchants; establishment of the Low Vision Focus @ Hadley; and, currently, the Branding Initiative, with emphasis on serving even more individuals worldwide with vision loss.

Mr. Young has left an indelible mark of success in his work at Hadley, and we extend our appreciation for his unwavering dedication and commitment to our students, faculty and staff.

Please join us in wishing Chuck and, of course, Vicky Young, the very best in his retirement.

Student Award Winners

(Continued from page 5)

she became a certified braille transcriber, earning the title from the Library of Congress. Thanks to Hadley’s Unified English Braille (UEB) course, she has already begun to incorporate UEB into her transcription work.

INTERNATIONAL STUDENT OF THE YEAR AWARD—CHARLES BYEKWASO, UGANDA

Charles Byekwaso was born in 1955 in Uganda. In college, Charles studied bookkeeping and accounting and also earned an advanced certificate in typing. Soon after college, he earned the title of Appointed Clerical Officer/Accounts and served in the Ministry of Labor. Then, a civil war changed the path of his life.

“December 4, 1978 will never go away from my memory because it was the day I lost my sight due to torture by Idi Amin’s soldiers,” he said. He received medical attention in a rehabilitation hospital for the blind, later transferring to a training facility where he learned braille in just three months. Since becoming blind, Charles has undertaken leadership roles in several associations for the blind and other disability organizations.

Charles took his first Hadley course in 2005. He has taken 12 Hadley courses and is currently enrolled in two more. Charles is grateful for the free courses he has been able to complete at Hadley and the life skills he has gained in the process.

Student Award Winners and their guests visit Hadley in early October, 2015.
Our mission: To promote independent living through lifelong, distance education programs for people who are blind or visually impaired, their families and blindness service providers.

Our articles in Connection are for information only and in no way endorse one service or product over another.

Soon Hadley’s online store will be stocked with our BRAND new apparel, totes and school supplies! Show your support by shopping Hadley at hadley.edu/hadleystore.

The USU-Hadley partnership offers online, college-level courses for anyone working with youth who are blind or visually impaired, at undergraduate and graduate levels.

Look for the USU-Hadley Summer Program course listing under announcements at hadley.edu.