



PRESIDENT'S WEEKLY PERSPECTIVE

Good afternoon.

Collegiate Learning Assessment+

A recent Wall Street Journal article picked up on the results of the College Learning Assessment+ (CLA+) that placed the gain in critical thinking by UNM students as third among the more than 200 universities in the US. A follow up story in the Chronicle of Higher Education contained an interview of associate provost Heileman to discuss the results. While we should not consider any single test/ranking to be the final word on the quality of our programs, and while the CLA+ has its own limitations, I do believe that the high placement of UNM in this test is a validation of our efforts over the last few years to improve our graduation rates while maintaining rigor.

Patents & Technology Transfer

In another measure of the quality of our education and research, we learned last week that "The National Academy of Inventors (NAI) and the Intellectual Property Owners Association released their 2016 rankings for universities worldwide with the highest number of U.S. issued patents. [UNM placed 33rd among the top 100 institutions](#). On the heels of this good news, the Milken Institute issued its 2017 report on U. S. universities with the best technology transfer programs. UNM placed 28th among 225 institutions."

The Spirit of Cities

At times, cities are tested in the worst possible ways, and those that rise to the challenge do it by pulling together. Poetry is one of the tools that revive the spirit of cities in such times and two poems that spoke to me are the one by Tony Walsh in the aftermath of the Manchester bombing and [Albuquerque Manifesto](#) by Hakim Bellamy composed for our own city.

UNM Logo Approved

After receiving mostly positive feedback over the past two months, I am pleased to announce that the [new UNM logo](#) has been approved, reflecting both the tradition of the institution and a modern expression of the university brand. It will replace the Mesa Vista Hall mark that was introduced nearly 30 years ago, as well as any sub-brands/unit logos that are currently in use that have not been officially exempted. I would like to thank Anderson School marketing professor John Benavidez for leading the [visual identity committee](#) for over a year to unite the campus' graphic identity, and the committee members and all of those who participated in the process. The updated logo system will begin to appear across UNM's electronic presence over the summer, with implementation into print materials, stationery, signage, etc. occurring as existing supplies are depleted or need to be replaced, so as to minimize the cost to the university. Since the logo has just been approved, the next step is to develop unit-specific logos over the summer in preparation for an official launch to coincide with the fall semester. Further communication on implementation specifics will be communicated in the coming weeks. In the meantime, immediate issues and questions should be directed to University Communication & Marketing (UCAM) at ucam@unm.edu.

Emergency Alerts and Advisories

Tomorrow morning the University will be testing our [emergency notification systems](#) as well as our siren system. The test is a routine activity each semester to make sure that our alert systems are working properly and ready in case of a real emergency. If you do not receive a notification via text or email, please go to the LoboAlerts website and make sure that your contact information is correct. LoboAlerts are used to notify the campus of an immediate emergency, while LoboAdvisories send information about potentially dangerous situations. This messaging tool is one of the best and quickest ways to notify the campus community of critical situations. If you are on campus, please take a moment to participate in the shelter-in-place exercise.

Until next week,

Chaouki T. Abdallah

Acting President

Follow me on Twitter [@chaoukita](#)

There is so much more that happens on the UNM campus than can be conveyed in a weekly message. To find out about the latest stories and events, please visit the [UNM Newsroom](#), the central source of news and information for the UNM community.