



President's Weekly Perspective

Good morning.

Terms like accessibility and transparency are hallmarks of the current information age, but frequently lack context and value. With this in mind, let us apply the context of communication and the value of the image of the University of New Mexico. By its simplest definition, communication is a way of moving ideas from person to person. Since we are in the business of idea generation, we are all communicators on some level, but it is how we move those ideas – clearly, quickly, passionately...or vaguely, slowly, apathetically – that ends up telling our story.

Communicating UNM from Within

When I first came to UNM, I was told at an editorial board that UNM has a way of making a negative one-day story a 30-day story. One of my first priorities as president was to keep a negative one-day story just that — one day. We have worked to acknowledge our problems and discuss how we plan to address issues. Using this approach, we are less distracted and more able to focus on our mission and goals.

In year one of my presidency, this has largely been achieved through being accessible and transparent in our communications with not only the media and our other publics, but within our own university community. We have opened our doors wider by empowering those who are best suited to speaking about their areas of expertise and to communicate effectively about the achievements of the institution, its faculty and its students.

While I realize there is always room for improvement (some days lots of room for improvement) in the area of communication, I am heartened by the significant positive public image we have been able to cultivate over the past year. As the president of UNM I have many opportunities and many mediums through which I may communicate – I have even started [tweeting](#). I capitalize on these opportunities, emphasize key messages, make personal connections, and reflect on what others may already know or believe. I listen and try to understand. And it is through this iterative process, through you the UNM community, that our message is being heard.

Without your engagement, your stories and your success, I would not have the collective voice of UNM to amplify my own. Effective communication is especially important at UNM right now as we undertake some significant changes, such as a new ways of serving our students and new financial models. We all have a part in telling the UNM story and I am looking forward to joining you in being a part of the many exciting chapters in the years to come.

A Moment of Reflection and Thanks on Memorial Day

A significant factor in why we here at UNM are able to pursue our mission of education is due of those have defended our nation's constitution and its democracy. We are free to ask questions, challenge the status quo, and discover new frontiers.

On this upcoming Memorial Day, please take a moment to pause and remember those brave men and women in our military who have given their lives in conflicts through the years so that we might remain a free nation.

Have a great week and Go Lobos!

Bob