



## President's Weekly Perspective

Good morning.

The image of UNM in the minds of our publics is built upon our cumulative actions and relationships, or non-actions and lack of relationships. It is built upon factors such as faculty scholarship, student success, and campus climate, equating to the value of our reputation as a premier academic and research institution, academic health center and community leader. More than image, the reputation of UNM is an intangible asset that we collectively own and for which we share responsibility. A good reputation influences our ability to attract and retain students, faculty and staff as well as engage the community, alumni and donors; a poor one negates all those advantages. As President of UNM, I am keenly aware that I do not simply represent the University, but that I must embody it.

### A Shared Social Responsibility

As many of you are aware, a recent social media posting by a member of our UNM community caused a significant stir that made news around the world. I would like to take this opportunity to discuss my observations about social media these days and its relation to our reputation. The right to participate within the public dialogue has always come with responsibility, and that is amplified in the word of social media. I recently took to Twitter to make my voice heard in an official capacity [@Lobo\\_Pres](#). Those comments and thoughts that I may have previously shared with one or two people turned into 140 characters that now have the potential to reach millions (or at least 500+). Simply put, social media increases the power of our voice and changes the game. Irresponsible social media conduct could potentially negatively impact one's career, not to mention hurt others in the process. It can also have the power to connect us with people with whom we would have never interacted traditionally. The bottom line is that our words matter. Whether one has 100 followers or 100,000, one never knows when a tweet or post will be shared further in the social media realm. The bottom line is that we are responsible for the content we choose to share.

### We Are One University

I imagine some of you read the article in yesterday's Albuquerque Journal on the complexities of our board structure at the Health Sciences Center (HSC). In a perfect world, we would resolve all our issues without news articles describing our internal struggles; alas, such a world does not exist. I will say more about this issue in future weeks; for now, I want to emphasize my unwavering support for the great work that is done by the faculty, staff and leaders at the HSC. I am confident we will resolve these issues in a way that reflects institutional integrity and the best interests of the University. UNM is the third Health Sciences Center at which I have worked, and each has struggled with some variation of this theme. Please be confident I will work with Dr. Roth and our Board of Regents to resolve these issues in a timely manner.

### Lobos for Life...the Next Generation

Our alumni play an important role of extending and upholding the reputation of UNM. I recently received a series of the most encouraging and heartfelt letters since arriving last year, which illustrated what it truly means to be a Lobo for life. After graduating from UNM in 2010, Rachael Gonzales joined

Teach for America and is now inspiring young students to follow their dreams. Rachael's students wrote to tell me what they are learning, what they want to become, and how they feel like they already live a Lobo life. She explained that these children face many challenges, but that her goal is to change their life trajectory and inspire them to follow their dreams. Rachael stated in her letter to me that the objective at Teach for America is to spark an enthusiasm for learning in their students and ensure that all children have an equal education. Similarly, we strive to spark an enthusiasm for engaged learning around the world through research, community service, practice and education. Rachael's is one of the countless stories about the ways in which our alumni reach out and make a difference in the lives of others and keep the Lobo reputation strong.

Have a great week and go Lobos!

Bob