



## President's Weekly Perspective

Good morning.

In her article ["The Importance of Telling Our Stories,"](#) Rachel Freed posits "stories connect the past and present to the future," going on to say that "our stories and learning from them honors" our history and can connect future generations to their potential. Stories are not just a reflection of reality - they also shape and define it. We have a lot of facts and data to support our successes and value, but it is the stories, told by us or those who we affect and impact, that inspire the belief that UNM indeed offers what it promises.

### News Worth Spreading

Sharing the Lobo experience through a variety of channels we are able to tell the stories that illustrate the energy and passion found on our campus among students, faculty, staff, alumni and the community, and to convey the impact of their endeavors. In rethinking the way in which we communicate our news and stories, University Communication and Marketing (UCAM) has launched a new [UNM Newsroom](#) last week to serve as the central communication hub for stories and information about the University. Areas of interest from every corner of campus can be found, ranging from in-depth stories on cutting-edge research to event announcements.

The *UNM Newsroom* creates new opportunities for the campus community to be a part of the storytelling, by contributing story ideas and providing insight, analysis and expertise on a wide range of topics and current events as subject matter experts. For more information, visit [University Communication & Marketing Launches UNM Newsroom](#).

### Building on Innovation

From concept to creation, witnessing the innovations of our students become reality leads to some of the best stories we can tell. The U.S. Department of Energy [Solar Decathlon](#) is an award-winning program that challenges collegiate teams to design, build, and operate solar-powered houses that are cost-effective, energy-efficient and attractive. Every two years, 20 teams from universities around the world are selected through a competitive process to assemble interdisciplinary teams of students to convene on this central challenge – UNM is among those institutions selected to compete this year. Students and faculty from the UNM School of Engineering, the School of Architecture and Planning, and the Sustainability Studies Program in the College of Arts and Sciences are competing in a collaborative effort with Arizona State University (ASU) as "[Team ASUNM](#)."

Here in the southwest we have to conserve our vital resources in order to beat the heat, and the ASUNM Team is using SHADE to keep cool. SHADE stands for Solar Home that Adapts for Desert Equilibrium. The team focuses on building materials and energy systems that are appropriate for the desert southwest – a part of the country expected to see continued population growth over the coming decades. I encourage you to follow the progress of our Solar Decathletes as they brave the elements with the SHADE home at the Solar Village in Irvine, Calif. The U.S. Department of Energy Solar Decathlon 2013 will take place Oct. 3–13, 2013, at the Orange County Great Park in Irvine, Calif. Follow along

on [Twitter](#), [Facebook](#) or read about the teams collaborative effort on their [website](#).

While the recent rains have brought much needed relief to the severe drought, the ensuing flooding has taken a toll in lives and property here in New Mexico and in Colorado. Please join me in extending our thoughts and prayers to those suffering loss and displacement during this difficult time.

Have a great week and Go Lobos!

Bob