



President's Weekly Perspective

Good afternoon and welcome back!

I hope that everyone is rested and ready for another semester. It has been quite a while since I last wrote to the entire UNM community, so there are a lot of important notices in today's message.

Welcome Back Days

[Spring Welcome Back Days](#) are scheduled for Wednesday, Jan. 20 and Wednesday, Jan. 27, from 11:30 a.m. to 1:30 p.m. in the SUB Atrium. This is a perfect opportunity for students to discover programs, organizations and new ways to get involved on campus. I always recommend that students find something, outside of their primary concentration of study, to make college a meaningful experience. Welcome Back Days are the perfect time to find a new group to join or program to explore.

For UNM departments and programs, tomorrow's event is one more easy way to inform and engage students. If your department would like to participate, please contact the Student Activities Center at 277-4706.

Branding Concept Town Hall

Before we left for the winter break, I mentioned the [UNM Brand Concept Rollout](#) that is scheduled for this Thursday, Jan. 21. I hope to see many of you there at 10 a.m. in SUB Ballroom C, where we will see the new brand concept, which was developed out of an in-depth brand discovery process. The development of our brand centers not on logos and tag-lines, but on our identity and the UNM experience...simply put, who we are, what we do and why it matters. Our research has shown that UNM could benefit greatly from the public having a clear understanding of our brand, through increased awareness and engagement.

What we will see on Thursday is the roadmap for the way we communicate and experience the UNM story. The process that led to this all began four months ago with more than 800 interviews and surveys of student, staff, faculty, alumni, community members and everyone in between. This week the agency that we've engaged to assist in our brand development, 160over90, will lead us through the branding process to date, including messaging and the potential creative direction of our shared vision for UNM. So now that we have looked within to reimagine UNM, we will be better positioned to live our story as well as tell our story to the world.

2016 Legislative Session

Today marks the beginning of the [2016 Legislative Session](#). Our Office of Government and Community Relations (OCGR) is hard at work in Santa Fe, representing UNM and our priorities over the next 30 days. I encourage everyone to stay informed about our priorities because they affect all of our students and employees in some way. To find out more or sign up to receive updates from OCGR throughout the session, please visit govrel.unm.edu/.

Hoverboard Ban

Due to widespread safety concerns over electronic skateboards, self-balancing scooters or items informally known as “hoverboards,” [The University of New Mexico is placing an interim ban on the use, possession and storage of these devices on every UNM campus](#), including branch campuses. The ban extends to all exterior areas and building interiors, including Residence Halls and the Student Union Building. For the well-being of our community, we are prohibiting them from our campuses until the safety of these devices can be assessed, and until the University can research and develop a long-term policy.

Alumni Award Winners

Congratulations to the Alumni Association [2016 Winter Award honorees](#)! There is a lot to be said about these award recipients, more than I can include in this email, so please read more about them on the [UNM Alumni website](#) or the [UNM Newsroom](#).

- **Henry Rivera ('68 BA, '73 JD)** – James F. Zimmerman Award presented to this internationally recognized communications expert, author, speaker and conference leader.
- **Fred Hart, Professor, School of Law** – Bernard S. Rodey Award presented for nearly four decades of dedicated service to the UNM School of Law, including two terms as the school's dean.
- **Judy Zanotti ('61 BSEd, '73 MA)** – Erna S. Fergusson Award presented for her commitment to community service and the University, serving many leadership roles with foundations and organizations like the Association for Children with Learning Disabilities.
- **Ursula Shepherd, associate dean, UNM Honors College ('94 Ph.D.)** – Faculty Teaching Award presented for her successes in the UNM Honors College and research in biological diversity.

Have a great week, and Go Lobos!

Bob