



President's Weekly Perspective

Good afternoon!

Cherry and Silver Pride

This is a major week for the Lobo community – from [Red Rally](#) this Thursday to [Fall Frenzy](#) on Friday, and finally, the Rio Grande Rivalry football game against NMSU on Saturday. All of these events are great ways to get involved and show your Lobo pride.

I know that there are a lot of people who haven't attended Red Rally for various reasons, but it is an experience that I would recommend to everyone. I'm sure many students would go just for the bonfire, but to me the most important part is the spirit of everyone who attends. Even our newest Lobos experience the thrill of being a part of such an enthusiastic pack, sharing that excitement with our football team, spirit squad, marching band and the UNM community.

It's hard to beat a bonfire, in terms of campus-wide attention, but I know that many students will be up and ready to volunteer the next morning. Fall Frenzy, organized by [ASUNM Community Experience](#), is the largest fall semester UNM student community service event. Each year it attracts hundreds of students to work and join in some fun and games. Thank you in advance to everyone who participates, and to Community Experience for continuing this great event.

I wish the best to our football team as they compete against our Aggie neighbors to the south. Our student-athletes have been playing well against some tough teams. I have no doubt this will be a great game.

Finalists Selected to Lead UNM Alumni Relations

I am pleased to announce that after a national search, [three finalists have been selected](#) for the position of the University's next AVP or VP (depending on qualifications) of Alumni Relations and Executive Director of the Alumni Association. The finalists will be visiting our campus this week, and each will speak at an open forum where members of the UNM community will have the opportunity to ask questions and provide feedback to the search committee.

Two finalists have been scheduled for open forums to take place in the Student Union Building (SUB) on the following dates:

Monica Armenta: Wednesday, Sept. 30, 10:30 – 11:30 a.m., Lobo A & B

Lynn Trojahn: Thursday, Oct. 1, 1:30 – 2:30 p.m., Lobo A & B

The scheduling of the third candidate, Dana Allen, will be finalized shortly. Please visit the [Alumni search website](#) for up-to-date finalist information.

Reimagining UNM

"A brand is a living entity – and it is enriched or undermined cumulatively over time, the product of a thousand small gestures" – Michael Eisner, Disney CEO, 1984-2005

As many of you may know, UNM is undergoing a comprehensive branding evaluation to enhance our global awareness and familiarity with our programs and research. We have contracted with 160over90, a full service branding and marketing agency, to partner with us on this important initiative. In order to assist the agency and our campus communicators in their efforts to define the UNM brand, we need to listen to the many voices we have here at the University.

The week of October 12, the agency will send a team to UNM to conduct interviews and focus groups across the campus. While not everyone will have a personal interaction during this week, we need to hear your perceptions to help inform this process. We've created a [short survey](#) to capture your perspectives as foundational elements, which will be open through Monday, Oct. 5. Information will be updated to the [branding strategy website](#) as it becomes available.

Excellence in Safety

Last week I sent a letter out to everyone about the University's ongoing efforts to increase campus safety, specifically in regard to Campus Security Authorities (CSAs). I am excited to share that UNM was recognized by The National Campus Safety Summit. Several university administrative departments were ranked for efforts in student safety. In a list of the top 25 departments, University Communication and Marketing (UCAM) and the Dean of Students Office were [ranked 10th](#). This is thanks to all of the hard work that has gone into [LoboRESPECT](#) initiative, and the subsequent opening of a new student advocacy center. Thank you to everyone who joined us at the [LoboRESPECT Advocacy Center opening](#) celebration last Friday. It was a great event, and I am happy to see all of the support that it drew.

Sarah Belle Brown Reminder

This is a final call for [Sarah Belle Brown Community Services Award nominations](#). The deadline is today at 5 p.m. If you know someone who should be recognized for this, now is your chance to finish the application and submit it to the award committee.

Have a great week and Go Lobos!

Bob