



President's Weekly Perspective

Good afternoon.

Serving the Community

Thank you to everyone who took the time to nominate a student, staff or faculty member for the 2015 Sarah Belle Brown Community Service Award. The award committee was given the difficult task of selecting only three outstanding individuals to receive the award. The nominations detailed all of the tremendous community activities the winners have been involved with, and I would like to share with you just a couple of highlights. Congratulations to the award winners listed below.

- Mandisa Bradley, student winner; Nominators wrote that Mandisa “has been at the forefront at providing scholarship, integrity and collaboration with community service.” Her leadership in mentoring and youth development has significantly impacted cross-sections of New Mexico, promoting education for many at-risk students and communities in need.
- Katrina Sweetland, staff winner; Having faced economic and educational challenges herself, Katrina understands that college is not an easy road. In her role as Program Coordinator for American Indian Student Services, she is able to make a lasting impact on all of the students she helps.
- Tryphenia Peele-Eady, faculty winner; “Dr. Peele-Eady has spent 100’s of hours over the last four years, working and responding to requests from Black and Brown communities to explain to public authorities the uniqueness found in these communities in relation to English dialect, funds of knowledge in home environments, the ecologies of human development and communities of practice.” Her nomination materials included a long list of volunteer organizations and achievements with groups like the NAACP, Office of African American Affairs and Delta Sigma Theta Sorority. Her continued work in education for students facing cultural and community challenges emulates Sarah Belle Brown’s ongoing commitment to helping those in need.

Rainforest Economic Development Summit

STC.UNM and The University of New Mexico will be hosting the second [Economic Development Summit](#) next Monday, Oct. 26 from 8:30 a.m. – 3:30 p.m. in the SUB Ballrooms. The free event will feature keynote speaker Greg Horowitz, Chief Evangelist and Co-founder of T2 Venture Creation. Other speakers include local and state government representatives, who will discuss views on research universities and the future of economic development in New Mexico. [Online registration](#) is now open.

Before the first Rainforest Economic Development Summit in 2012, I wrote to you about my vision of UNM as a place where people from vastly different backgrounds, cultures and places come together to build environments that support interrelated communities of intellectual and social progress. This is how UNM will continue to support the economic growth and stability of our state. I encourage you to attend the event next week so you can be part of this important conversation.

UNM Branding Questionnaire Reopened

As I had informed the campus a few weeks ago, UNM is in the first phase of a branding evaluation geared to enhance awareness and familiarity with our programs and research on a broad scale. Earlier

this month, we put out a short questionnaire to capture campus perspectives as foundational elements to this process, and received nearly 200 responses. The following week, representatives from 160over90, our branding and marketing partner, came to UNM during Homecoming to listen to, learn from and experience the campus community. During this time, over 270 people were interviewed individually and in focus groups. To ensure we are thorough at this critical point in the discovery phase, the [questionnaire](#) will re-open through the end-of-business on Friday of this week. Many thanks to all of you who have participated and taken the time to share your thoughts, aspiration and stories so far!

Additionally, information will continue to be updated to the [branding strategy web site](#) as it becomes available.

Finally, I would like to thank everyone who organized and participated in homecoming events last week. It was a wonderful week filled with excitement, capped off by a winning game that kept the excitement going to the very last seconds.

Have a great week, and Go Lobos!

Bob