



President's Weekly Perspective

Good afternoon.

Congratulations again to all of our students graduating this semester. The [UNM Newsroom](#) and [Daily Lobo Graduate Issue](#) published some outstanding stories last week, showing that persistence and accomplishment can take many forms. I am very proud of all our graduating Lobos, and I know that all of you share in offering our heartfelt congratulations on this life-changing achievement.

UNM is dedicated to helping our students obtain an excellent education and helping them achieve their goals efficiently and affordably. As you may be aware, our Regents have approved a [free final semester](#) for incoming freshmen who finish their bachelor's degree in four years. I'm looking forward to congratulating more and more of these students in future years.

Reimagining UNM

At the beginning of the semester, I wrote to you about the comprehensive brand evaluation the University has embarked on, asking you to share your views of UNM through a short survey. I am pleased to share that we will see the results of this work next month.

I invite you to attend the [University Brand Rollout](#) on Thursday, Jan. 21 from 10 a.m. to noon in SUB Ballroom C. This will be the first view of the comprehensive brand initiative, led by University Communication and Marketing (UCAM) and developed with the voice of the University community. This [institution-wide brand effort](#) will enhance the global reputation of this University, and I look forward to seeing how this work will be implemented moving forward.

Phishing Scams – [Don't Get Hooked](#)

We have seen an increase in phishing emails sent to UNM email addresses. Please remember that UNM IT will never ask for your password in an email. Please be wary of emails you receive asking for passwords or personal information.

Year-end Notes

Next week will be a short week, so this will be my final message to you this year. Here are a few housekeeping items to keep in mind with the end of the year.

All faculty and staff, please remember that your required 2015 [University-Wide training](#) must be completed by Thursday, Dec. 31.

Last week I sent [an email](#) regarding the University Winter Setback Program – an energy savings program that has reduced University energy consumption and costs, and demonstrates our commitment to sustainability. Our Physical Plant Department will lower controlled building temperatures in areas not utilized during the break. The buildings will return to normal temperatures on Monday, Jan. 4. Thank you for supporting this energy conservation program and upholding our value in sustainability.

I know that many of you have vacations and projects planned for the break. Have fun! I will see you all in 2016, ready for an excellent spring semester.

Have a great week and a wonderful winter break! I wish you peace, joy and a happy start to the New Year. Go Lobos!

Bob