



PRESIDENT'S WEEKLY PERSPECTIVE

Good afternoon

UNM Budget Discussion

A great audience joined the campus discussion about the UNM budget last Wednesday in the SUB. Thank you to all who attended. The event was recorded and is [available online](#), so if you were not able to attend I encourage you to tune in. As we move forward in the budgeting process, it is important that we continue to work together to maintain financial stability. At the meeting, I encouraged anyone with budget suggestions to write to my chief of staff, Amy Wohlert (awohlert@unm.edu). Good ideas are always welcome!

Happy Birthday UNM

Congratulations to ASUNM, Student Activities Center, and University Communication & Marketing on the outstanding birthday celebration last Friday. The photos attest that [Lobo Day](#) was a great success. Thank you to everyone who came out to show Lobo Pride for the school's 127th year.

UNM 2020

It has been just about three years since the adoption of UNM2020, a visionary strategic plan developed with input from over a thousand university participants. With guidance from that plan, we have achieved some remarkable things - record high retention and graduation rates, better prepared freshman classes, record-breaking fundraising, and new academic endeavors such as the Honors College and Innovation Academy.

We are now positioned to build on these successes and chart our course for the next several years. Last week, a group of 75 leaders from across campus came together to review and update the strategic plan.

The broader campus community is now encouraged to review the proposed strategies and objectives and provide comments and suggestions. Please visit unm2020.unm.edu to see the updated draft of the strategic plan. Questions and comments can be emailed to unm2020@unm.edu.

Visual Identity Survey

Following a successful brand concept rollout and seeing how well we are beginning to integrate some of this work into significant events such as the UNM birthday, it is time to look comprehensively at how UNM is represented. An integrated UNM visual identity used consistently by the entire campus is an important piece of building awareness and advancing the brand and image of UNM.

I will be convening a cross-campus Visual Identity Committee to evaluate the University's identity in terms of how we market ourselves, distinguish ourselves from our competitors, and how our marks reflect UNM's overall identity.

The goal is to communicate a clear, consistent sense of the university through its visual images, and assess the need to update our logo using information collected during the branding research phase.

Please take a few minutes to share your associations and perceptions by participating in the [UNM Visual Identity Survey](#) as we continue to create a consistent, unified approach to the UNM brand.

Have a great week and Go Lobos!

Bob