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University of New Mexico Communication and Marketing Department

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UNM STUDENTS PARTICIPATING in nationally benchmarked “Collegiate Learning Assessment” exams have scored significantly higher than similar students across the country, according to Vice Provost Wynn Goering. Nearly 400 UNM students participated in the study, which was administered to students in some 150 colleges and universities in 2009-2010. http://news.unm.edu/?p=15046

PRESIDENT DAVID J. SCHMIDLY recently presented the 2011 Sarah Belle Brown Community Service Awards in a ceremony at University House. This year’s recipients include: faculty award winner Dr. Raj Shah, Department of Medicine and Biochemistry; staff award winner Theresa Williams, program coordinator, El Centro De La Raza; and student award winner Christopher Ramirez, graduate student, Community & Regional Planning. http://news.unm.edu/?p=15151

ALBUQUERQUE MAYOR Richard Berry will deliver the keynote address at the University of New Mexico spring commencement on Saturday, May 14, at 9 a.m. at University Arena, the Pit. About 2,576 students are projected to receive degrees from UNM’s Albuquerque and Extended University campuses, as follows: 1,781 bachelor’s degrees, 455 master’s degrees, 75 doctorates, 92 juris doctorates, 75 medical doctorates, 84 pharmacy doctorates, 10 graduate certificates and four education specialists. http://news.unm.edu/?p=14904

MORE THAN A decade after he gave up his dream of becoming a lawyer, Jerry Archuleta was inspired by his son to return to college. Now he's graduating from the UNM School of Law with a Juris Doctor. http://news.unm.edu/?p=15100

RODRIGO GECHEM IS a political refugee from Colombia. His father's uncle, President Julio César Turbay Ayala, took a tough stance on guerilla warfare. The drug cartels targeted his family, kidnapping and killing several members and forcing Gechem and his immediate family to leave the country. Gechem was closing in on a business degree when he came to the United States and had to start again. Now he's graduating from UNM’s Anderson School of Management with a Bachelor of Business Administration. http://news.unm.edu/?p=15103

IT WAS A BIG MOMENT for Tess Goering, marketing associate and professional intern in University Communication & Marketing. It was a bigger moment for the four students who wrote, produced and directed UNM’s 2011 Institutional Spot, “Big Moments,” which was recently premiered in the George Pearl Hall auditorium. http://news.unm.edu/?p=14982

THE OFFICE OF GRADUATE Studies has named the winners of graduate scholarships, fellowships and awards for 2010-11. These awards to both faculty and graduate students are designed to support and reward timely completion of theses and dissertations, excellence in mentoring by faculty and graduate students and professional development initiatives for future faculty. http://news.unm.edu/?p=14973

THE FIRST GRADUATING class of the IFDM program just completed “Haley,” a post-apocalyptic science fiction film showcasing students’ talents and expertise. In a dystopia constructed from the ruins of modern Albuquerque and the vision of IFDM students, a man desperately seeks to rescue his 11 year old
daughter from a ruthless gang of thugs. “Haley” premieres Friday, May 13, at 8 p.m. at the KiMo Theatre. [http://news.unm.edu/?p=14899](http://news.unm.edu/?p=14899)

THE INTERDISCIPLINARY Film and Digital Media Program presents the premiere of two films from students in IFDM 310: Writing Digital Narrative. The short films, “From Love” and “Soup,” debut in the UNM Student Union Building Theater on Friday, May 13, at 6:30 p.m. [http://news.unm.edu/?p=15126](http://news.unm.edu/?p=15126)

THE UNM SCHOOL of Engineering handed out 26 awards to members of the school in a celebration that included a buffet lunch and music at the Centennial Engineering Building recently. The awards celebrate work done during the current academic year and are a long standing tradition at the school. [http://news.unm.edu/?p=15035](http://news.unm.edu/?p=15035)

STEPHAN HELGESEN, Honorary German Consul in New Mexico and former director of the state’s Office of Science and Technology, spoke recently at the International Task Force luncheon. Helgesen’s presentation, “How International Are We?” was a critical look at the university’s and state’s “international quotient.” The benchmarks for the “IQ” are being part of an ethnic group that still observes traditions; speaking more than one language; having studied other cultures; and being a member of international organizations. [http://news.unm.edu/?p=15069](http://news.unm.edu/?p=15069)

LONG BEFORE ROME or Paris were planned, indigenous communities were engaged in community planning. Ted Jojola, regents professor, Community & Regional Planning Program, School of Architecture and Planning, recently attended “Models of Indigenous Education,” a two-week program that included a conference for indigenous planners held in San Cristobal de las Casas, in the Mexican state of Chiapas. [http://news.unm.edu/?p=15115](http://news.unm.edu/?p=15115)

THIS WEEK ON New Mexico in Focus, Paula Kerger, president and CEO of PBS sits down with host Gene Grant to talk about the future of broadcasting, as well as reveal a surprise for New Mexico viewers. KNME’s one hour public affairs show New Mexico in Focus airs Fridays at 7 p.m. and Sundays at 6:30 a.m. on Channel 5.1. The show can also be seen on KNME’s Digital Channel 9.1 on Saturdays at 5 p.m. [http://news.unm.edu/?p=15105](http://news.unm.edu/?p=15105)