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Wednesday Communiqué, 1/23/2013

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WEDNESDAY COMMUNIQUE

January 23, 2013

The function of education is to teach one to think intensively and to think critically. Intelligence plus character — that is the goal of true education.

—Martin Luther King, Jr.

Presidential Inauguration Poems: Richard Blanco was the inaugural poet on Monday the 21st, a day that coincided with Martin Luther King's day. The text of the (awesome) poem that he composed and delivered, "One Today," is available at http://www.denverpost.com/politics/ci_22419123/inaugural-poem-text. Blanco was "only the [fifth] inaugural poet. Even John Kennedy was wary that a poet, Robert Frost, would shine so bright as to 'detract' from his own address." The poem that Frost delivered was "The Gift Outright," which can be found at http://www.pbs.org/newshour/inauguration/frost_poem.html. Both inaugurations were momentous; both poems reflect the changing worlds of the two poets and the two young men chosen to lead this country. There may be elements in each poem that offend some people, but read side by side they provide a measure of change for the fifty years since Kennedy's inauguration. While I found the poems quite different in many ways, I also felt something common in the skeleton, spirit, and tone of the two creations. Perhaps this will strike you as well.

The Education of a Provost & Between Administration and Faculty roles: Two recent articles in the *Chronicle* caught my attention as they capture my experience as a faculty administrator and, I hope, can explain some of the challenges encountered as we try to communicate across the administration/faculty positions. The first article is particularly relevant as we navigate the upcoming challenges at UNM and in higher education in general.

http://chronicle.com/woodwing/ipad/livefeed/articles/article_136351.php

http://chronicle.com/woodwing/ipad/livefeed/articles/article_136703.php

RCM at the University of Michigan: The University of Michigan is considered to be one of the best US universities. The University of Michigan enacted an RCM budgeting model in 1998-99 and has been tweaking it since. The report found at http://www.provost.umich.edu/budgeting/ub_model.pdf will give you a glimpse of the challenges, benefits, and limitations of such a model. Of particular interest is the discussion at the bottom of page two on the differences between a "Budget System" and a "Budget Model." As we engage in our UNM 2020 discussion, and in our RCM planning, I strongly encourage you to contact your colleagues at other institutions whose budget model is RCM or performance-based.

The Four Ingredients of a Great Message: Katya Andresen is the COO & CSO of the nonprofit "Network for Good" and she has a nice post on what constitutes a good marketing message. "If you want to get someone to do something—donate money, buy your product, start exercising—you need to have a good response to these four questions. People want to know: 1. Why me? 2. What for? 3. Why now? and 4. Who says? The full post is available at <http://www.linkedin.com/today/post/article/20121116151734-6200057-the-four-ingredients-of-a-great-message>.

The Swerve: How the World Became Modern: During the Winter Break, I read a book on the start of the Renaissance. If anyone doubts the power of the word, a poem, or education to bend the arrow of history, they should read the book: *The Swerve: How the World Became Modern*, by S. Greenblatt.

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