



## Office of the President

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DATE: January 16, 2014  
TO: All faculty, staff and students  
FROM: Garrey Carruthers, President  
SUBJECT: 2014 Spring Semester

A handwritten signature in blue ink, appearing to be 'Garrey Carruthers', written over a horizontal line.

I want to wish each of you a prosperous, productive and happy new year.

One of the things that surprised me since I became president of this great university is what I did not know about New Mexico State. I have nearly three decades of experience as an NMSU student, professor and dean, yet each day I seem to learn something new and fantastic about what we are doing.

I now attend the Research Rallies sponsored by Vice President for Research Vimal Chaitanya and learn about the newest grants and/or contracts our faculty members are receiving and how near they are to discovering new scientific facts, solutions to complex problems facing industry or people, and opportunities to improve everyone's quality of life. Our researchers are "inhaling problems and exhaling solutions." I visit with our students who testify to the excellence of the teaching program and how innovative a number of faculty members are in their teaching and mentoring activities. I spend a lot of time on the road and have witnessed how our Cooperative Extension Service is broadening its mission to include new economic and community development activities to include public health education. In the proverbial nutshell, "NMSU is a happening place."

Many years ago, I was hired as a new faculty member in NMSU's Department of Agricultural Economics and Agricultural Business. I came on board with a few other young faculty members and we independently adopted the habit of bragging about one another and telling anyone who would listen about all of the wonderful things we were accomplishing in the department. We truly believed in one another and were happy to share news of each other's successes. Before long, more students began to enroll and our department started to grow. I call this the *Ag Econ Effect* – where the department had always done great things, we had just never told anyone about them. Then, when we started telling people about all of our good work, people started to notice.

We need to start telling people what we are doing—the story of New Mexico State University. We need to understand and to tell everyone else about all of the great things happening here. We cannot effectively market New Mexico State University to our constituency until we first market ourselves internally. New Mexico State University is a caring community, transforming lives through discovery, and we do it very well. Let's go out and tell everyone we know. Thank you, and have a great semester.