



Issue 9, August 2019

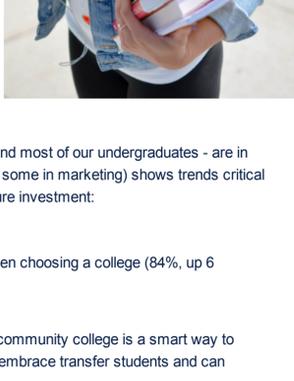
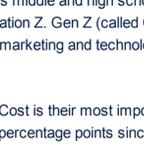
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Compared to Millennials, Centennials are more receptive to classroom learning

I can learn more on my own than I can in a classroom



Today's middle and high school students - and most of our undergraduates - are in Generation Z. Gen Z (called Centennials by some in marketing) shows trends critical to our marketing and technology infrastructure investment:

- Cost is their most important factor when choosing a college (84%, up 6 percentage points since 2014).
- Because of its lower cost, 93% think community college is a smart way to pursue higher education. We already embrace transfer students and can prioritize transfer-friendly curricula.
- Their attention spans are brief. They skip ads, and likely other announcements, within 9.5 seconds; 1.4 seconds faster than Millennials; 3.1 seconds faster than Gen X.
- 46% have a specialized diet. Will pizza still snare participants?

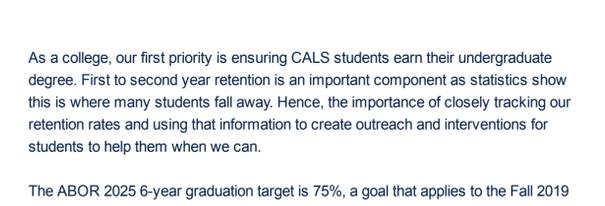
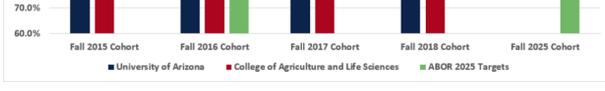
Are we ready for this new generation who are here already?

Are we delivering to meet Gen Z where they are?

Gen Z prioritizes experiences. Are we a memorable, novel, personalized experience?

I'm going to touch briefly on this subject at the Semiannual Update (Thursday, August 29, 3:30-5pm in ENR2, room S107). Hope you'll join us for this subject and more.

[Read More from Shane's Blog](#)



CALS Graduation and Retention Rates

As a college, our first priority is ensuring CALS students earn their undergraduate degree. First to second year retention is an important component as statistics show this is where many students fall away. Hence, the importance of closely tracking our retention rates and using that information to create outreach and interventions for students to help them when we can.

The ABOR 2025 6-year graduation target is 75%, a goal that applies to the Fall 2019 incoming class. The ABOR 2025 retention target is 91%. In both measures CALS has improved relative to our own past experience, we're also higher than the UA average. Of the Fall 2012 cohort, 64.8% of CALS students graduated in 6 years, compared to the UA average of 64.5%. On the retention side, 85.99% of the CALS Fall 2018 cohort re-enrolled, compared to the UA rate of 82.54% (both rates will change slightly and are official after the census date).

Reaching the ABOR 2025 retention target will happen one student at a time, with many people – including academic advisors and faculty – playing a key role.

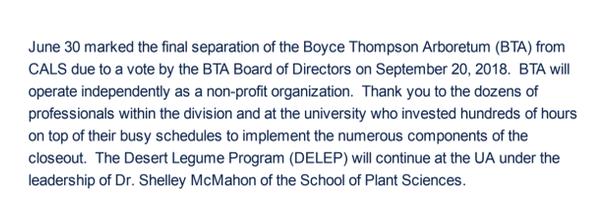
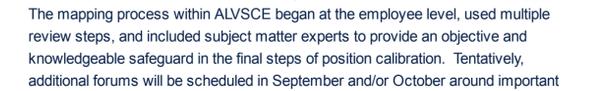


Innovation Venture Investment Program

The CALS Innovation Venture Investment Program (iViP) funds novel and potentially transformative research that has the potential to fundamentally change our understanding of an important principle or paradigm, and/or involves a significant technology advance.

This year, thirteen iViP proposals were received across all research areas in the college. Following review by the Dean's Research Advisory Council and by the Associate Dean for Research, three proposals were selected for funding:

- Resource Use Efficient Indoor Vertical Farming System. Murat Kacira, PI; Barry Pryor, co-PI. \$89,500
- Transforming Microbiome Science with Ultra-High-Throughput Cultivation of Environmental Bacteria with the Prospector. Paul Carini, PI. \$32,500
- Inducible Toxic Ejaculate in Drosophila suzukii: An Innovative Approach for Insect Population Control. Luciano Matzkin, PI. \$75,860



UCAP & Boyce Thompson Arboretum

Eighty-three colleagues registered for the ALVSCE UCAP Open Forum on July 15. Thank you to the AP Council, panel members, and especially KC Armenta. The meeting shared the timeline, the process used to map staff and AC positions within the division, and offered a Q&A session with panel members. **Watch the event [here](#).** The mapping process within ALVSCE began at the employee level, used multiple review steps, and included subject matter experts to provide an objective and knowledgeable safeguard in the final steps of position calibration. Tentatively, additional forums will be scheduled in September and/or October around important UCAP deliverables. Scheduling information to follow.

June 30 marked the final separation of the Boyce Thompson Arboretum (BTA) from CALS due to a vote by the BTA Board of Directors on September 20, 2018. BTA will operate independently as a non-profit organization. Thank you to the dozens of professionals within the division and at the university who invested hundreds of hours on top of their busy schedules to implement the numerous components of the closeout. The Desert Legume Program (DELEP) will continue at the UA under the leadership of Dr. Shelley McMahon of the School of Plant Sciences.

Upcoming Events

- August 29**
[ALVSCE Semiannual Update](#)
- September 9-12**
[Controlled Environment Indoor and Vertical Food Production Coordinated Research Conference](#)
- September 19**
6th Annual CALS Etiquette Dinner
- November 2**
CALS Come Home for Homecoming Breakfast



"Not Alone" Film Screening & Discussion Panel

Presented by The University of Arizona College of Agriculture and Life Sciences

Featuring a resource fair on the patio with community mental health organizations and a post-screening panel discussion.

Suicide is the second-leading cause of death amongst youth ages 10-24 in Pima County. The data about mental health and suicide among college students nationwide is also sobering. Reducing the impact of suicide on our community begins with storytelling, conversation, and sharing of outreach and counseling resources. Join us for a screening of the documentary *Not Alone*, featuring the stories of high school students who have struggled with mental illness and suicidal ideation and how sharing their stories helped keep them alive. The screening will be followed by a panel discussion featuring **Joronda Montaño**, Exec. Director of notMYkid, **Rezwana Islam**, UA Public Health major and LGBTQ advocate, **Ernestina Limon**, former Pima County Health Dept. Community Mental Health and Addiction Program Coordinator, and **Darin Knapp**, UA Norton School of Family and Consumer Sciences Assistant Professor of Practice. The panel will be moderated by **Bonnie Kneller**, Tucson High School Lead School Social Worker. We invite you to engage in a conversation about promoting mental health in our community and preventing suicide in our student population.

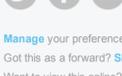
There will be resource tables with information on local mental health treatment, education, and outreach organizations on the patio at 5:30pm before the screening. Organizations in attendance include:

- [National Alliance on Mental Illness - Southern Arizona](#)
- [Help & Hope for YOUTH](#)
- [notMYkid](#)
- [UA Campus Health: Counseling and Psych Services](#)
- Active Minds - UA Chapter
- [Text, Talk, & Act](#)
- [Palo Verde Behavioral Health](#)
- [La Frontera](#)
- [Codac Health, Recovery, and Wellness](#)
- [COPE Community Services](#)
- [Epilogue Podcast Project](#)

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