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Terms and Creativity

Finding the most compelling and shareable visual content for our communications strategy is a top priority for the CALS marketing and student recruiting team. Leveraging our expertise in multimedia marketing, we aim to build a more robust and engaging Instagram feed as part of our multi-channel communications strategy. A recent study showed that 76 percent of American teens age 13-17 use Instagram, making it the most popular social media channel for teens.

Federal Research Grants

Over the past few years, CALS research has experienced robust growth, with total research funding increasing more than 25% since 2015. In 2017, the College received $188 million in research funding, up 49% from 2015. Since 2015, invention disclosures and patent applications have increased more than 25%. CALS scientists are making important contributions in all mission areas of the College.

Supporting Student Research

On April 7, Mary Kate Barrett, Jenessa Hermosillo, Mary Carroll, Heather Roberts-Wrenn, Belinda Oden, and I were graciously hosted by Steve Husman of the Experimental Range and Dr. Ken Feldmann from our Department of Animal Sciences. We performed a service project in support of the dissertation project for doctoral student William “Austin” Rutherford of the Experimental Range. His study will help land users in the southwest better manage rangeland. We performed a service project in support of the dissertation work.

My thanks to all who participated, and to our hosts who gave us a memorable experience, and put up with us!

One important way that CALS researchers convey the products of their research is through patents, licenses, and startup companies. Since 2015, invention disclosures and patent applications have increased more than 25%. In 2017, the College awarded $4.8M from the National Institutes of Health.

Finding employees who can lead teams and work well as part of a team is a top priority for companies. In this month’s Instagram Takeover, we asked some entrepreneurial alumni about their teams and the teams that inspire them.

The Loft Cinema screening of the film “The Healing Power of Animals”

On Friday, May 12th, the College is proud to present the screening and discussion of the film “The Healing Power of Animals” at The Loft Cinema main theater at The Loft Cinema. The film will feature the work of Dr. Ken Feldmann from our Department of Animal Sciences and Lisa Manzione and Dr. Elizabeth Mark Heitlinger from our Arizona Health and Nutrition team.

The team installed a perimeter fence stays around Mr. Rutherford’s research site to prevent cattle from trampling his project work. His study will help land users in the southwest better manage rangeland.

Over the summer, I was honored to see another thought-diverse team of CALS faculty in action across the globe in Myanmar. The team included Kevin Fitzsimmons (Department of Soil, Water and Plant Sciences) and Dr. Marc and Dr. Ken Feldmann from our Department of Animal Sciences. The team opened the possibility for us to grow our education opportunities and so global awareness in our college.

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The University of Arizona has over 600,000 active alumni. Each one is unique, and they all share one thing in common — they are former UA students. We are proud to be part of the UA family. Visit this blog post to hear more about the UA family and how our family relates to the business world.

Find us on Facebook | Blog: The Business of College