A message from President Jessup re: the "Rebel Way"

Allow me to thank all of you, our campus community Rebels, for the commitment and dedication that you exhibit each and every day as you perform your job responsibilities here at UNLV. I know that your jobs can be stressful. They are also time-consuming, and much of what you do is often thankless – but you continue to do what you do because it’s for the good of our students and our community. Thank you so much for all that you do!

As we move forward on our Top Tier initiative, we are realizing that although we do a great number of incredible things very well here at UNLV, there are also many areas in which we can improve. One of those areas is our focus on customer service. Our constituents are our livelihood. Those constituents include our students, their parents, our faculty and staff, our local community, and prospective Rebels and Rebel supporters from across the nation.

One of my guiding principles is that we should treat people as we ourselves would want to be treated. I am well aware that a great many of you already do that. Sometimes, though, people reach out to me, or to the Regents, to ask for assistance with UNLV policies and procedures that may be difficult to understand or applied in ways that we didn’t intend. With this in mind, we are rolling out “The Rebel Way” - a pledge that we ask you to review and follow when interacting with people here at UNLV. I’m certain that, as we remind ourselves of these important points, our interactions with others will only be enhanced. My thanks go out to the team in the Graduate College for creating and practicing an early version of this commitment to customer service. Also let me thank our Human Resources unit for adding a training approach to reconfirm our focus on customer service. The training unit called “Customer Service Rebels” will be offered soon by HR.

Let me reiterate, once again, how grateful I am to all of you for your service to UNLV. Our great university is already well on our way to the Top Tier because ALL of you are already working hard to make a difference. Now, let’s take it up to the next level. Thank you for your continued efforts, and Go Rebels!

Dr. Len Jessup
President
University of Nevada, Las Vegas