

HOT THIS MONTH OLD-SCHOOL HIP-HOP, COURAGEOUS CANINES, JAPANESE DENIM, MOTEL THEATERS

American Airlines

# American Way

MARCH 2019

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# WORKFORCE DEVELOPMENT

THE UNIVERSITY OF NEBRASKA CONTINUES TO SHAPE THE STATE'S FUTURE WORKFORCE, AS DEMONSTRATED AT THESE TWO OMAHA CAMPUSES

## UNIVERSITY OF NEBRASKA OMAHA

EVERY SUCCESSFUL large city today needs an engaged university to provide talent, leadership as well as transformational solutions for community challenges. So it follows that for Omaha to continue to establish itself among the pantheon of great American cities, it needs a higher education institution to be its partner, and in UNO, it could have just that.

Founded in 1908, UNO distinguishes itself as Nebraska's metropolitan university, integrated at every level into the community. For example, The Barbara Weitz Community Engagement Center was the first building of its type in the nation, providing a central hub where the university and city can collaborate on local issues. Meanwhile, ten percent of the population in Omaha are UNO alumni, as the university communicates with industry to ensure it is meeting their workforce needs, and maintains nationally recognized programs in such cutting-edge fields as biomechanics and cybersecurity.

"I truly believe that UNO is the university of opportunity, where faculty members and staff can have career trajectories that are incredibly satisfying and can work together without having to compete, and, most important, with a focus on our students," says chancellor Dr. Jeffrey Gold, also the chancellor for UNMC. "We are focused on the concept of creating opportunity for young people, and when they come, we are just laser-focused on their success."

### FACT FILE

UNO students donated about 326,000 hours of community service in the 2016-17 school year.

## UNIVERSITY OF NEBRASKA MEDICAL CENTER

PART OF THE University of Nebraska since 1902, UNMC is the state's only public academic health sciences center, endowing it with responsibilities in not only patient care, but also research, outreach and the education of professionals that can thrive in an evolving healthcare environment.

Currently serving nearly 4,000 students across six colleges, two institutes and a graduate studies program, UNMC is set to transform the way it delivers on its education mission, when it opens the \$118.9-million Davis Global Center later this year. At nearly 200,000 square feet, it will rank among the largest health professions simulation and training centers in the world, leveraging state-of-the-art technology to create simulated care environments that allow learners to practice their skills away from real patients. Plus, crucially, it enables them to do so in an interprofessional setting, recognizing that care delivered in this way will be the future of the health industry.

"We know that healthcare is a team effort," says Chancellor Gold. "The Davis Center allows us to bring together all the health professions during the critical part of the learning experience, and immerse them using virtual and augmented reality in a clinic, in an emergency room, in an operating room, to take care of simulated virtual patients and to interact with each other in an observed way that no patient gets hurt."

### FACT FILE

UNMC and its partner, Nebraska Medicine, have an annual economic impact of \$4.2bn.

Photos courtesy of UNO, UNMC



of travel and tourism, with more than 20 million visitors attending the state's attractions each year.

According to the U.S. Travel Association, visitor spending in Nebraska exceeds \$4.9 billion annually and contributes to more than \$700 million in tax revenues—while other indirect effects include the potential for tourism to be a first date for economic development, as every visitor to the state represents a possible resident or business owner in the future.

In 2018, the state launched a new tourism campaign, designed to tackle head-on the perception that the state doesn't have much to offer its visitors. 'Nebraska. Honestly, it's not for everyone' was immediately a viral hit, picked up by new and traditional media across the country and beyond, and has helped drive record traffic to the Nebraska Tourism Commission's website. Now it's hoped that translates to visitors and dollars, and that the state can continue the momentum already seen recently as



#### FACT FILE

The Nebraska Passport program was introduced to encourage people to discover the state's hidden gems. A record 48,895 were requested in 2018, with 749 participants visiting all 70 stops.

it reported the highest lodging tax collection ever for a fiscal year.

"This industry is not a sleeping giant because it's there and present, but it's an industry where because it's not easy to measure, it's just not recognized that way," says John Ricks, executive director of the Nebraska Tourism Commission. "Travel

and tourism in any state is probably in the top five industries. Here it's in the top three and I think what we're showing people now is that it can be grown.

"Our biggest interest is to get more people here, so they bring more new money into the state and into local coffers, and that in turn helps communities grow."

A woman with curly hair is shown from the side, wearing a white and black VR headset. She is reaching out with her right hand towards a large, glowing blue, semi-transparent graphic of a human brain. The background is a light blue with faint white geometric patterns, including a DNA double helix and a circular grid. The overall theme is technology in healthcare.

## Health Care in 3-D

The University of Nebraska Medical Center's **iEXCEL<sup>SM</sup> program** is poised to transform health care education and – as aviation simulation changed the flight industry – propel the training of doctors, nurses and allied health professionals into the next generation with emerging virtual and augmented reality.

[unmc.edu/iexcel](http://unmc.edu/iexcel)

 **University of Nebraska Medical Center**