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TEXAS TECH UNIVERSITY

# Advisory

**FOR IMMEDIATE RELEASE**

DATE: Aug. 3, 2009

CONTACT: John Davis, [john.w.davis@ttu.edu](mailto:john.w.davis@ttu.edu)  
(806) 742-2136

**Donald E. Powell to Speak at Texas Tech Summer Commencement**

WHAT: Summer 2009 commencement  
WHEN: 9 a.m. Saturday (Aug. 8)  
WHERE: United Spirit Arena, 1701 Indiana Ave. in Lubbock

The ceremony can be viewed live online at <http://streaming.ttu.edu/commencement.htm>.

EVENT: Donald E. Powell, who served as the former federal coordinator of Gulf Coast rebuilding and chairman of the Federal Deposit Insurance Corp. (FDIC), will speak at Texas Tech University's undergraduate commencement ceremonies.

More than 1,250 students will receive diplomas during the event.

In March 2008, Powell became a Class I director of Stone Energy Corporation, an independent oil and gas sector out of Lafayette, La. Powell was named by President George W. Bush as the federal coordinator of Gulf Coast Rebuilding on Nov. 1, 2005. He was tasked with developing a long-term rebuilding plan for the region in the aftermath of Hurricanes Katrina, Rita and Wilma, coordinating the federal efforts and helping state and local officials reach consensus on their vision for the region.

Prior to his appointment, Powell served from August 2001 until November 2005 as the 18th chairman of the FDIC.

The ceremony includes students from the Colleges of Architecture, Arts and Sciences, Honors, Visual and Performing Arts, Agricultural Sciences and Natural Resources, Education, Human Sciences, Mass Communications, Outreach and Distance Education, the Edward E. Whitacre Jr. College of Engineering and the Jerry S. Rawls College of Business.

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TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: August 3, 2009

CONTACT: Jody Roginson, [jody.roginson@ttu.edu](mailto:jody.roginson@ttu.edu)  
(806) 742-3355

### **Texas Tech Women's Football Clinic to Feature Style Show**

Head Football Coach Mike Leach and former Lady Raiders Coach Marsha Sharp have teamed up to present an evening of fun, football and style at the 2009 Mike Leach/ASCO Women's Football Clinic.

For the first time, the clinic will feature a style show and dinner with some of the proceeds benefitting the Marsha Sharp Leadership Circle (MSLC). The popular clinic will be held Aug. 5, with a vendor sale beginning at 4 p.m. at the Frazier Alumni Pavilion.

Dinner, provided by Cagle Steaks, and the style show, presented with help from the College of Human Sciences' Nutrition, Hospitality, and Retailing Department, will begin at 5 p.m. in the pavilion before the event moves to the football training facility for the clinic.

The clinic is open to women ages 18 and older and features instruction in drills, strategies and the nuances of the game and has become a favorite event among the Red Raiders coaching staff and the local community alike.

The style show will feature members of the Texas Tech community as models and will include some surprise participants from among its coaching ranks.

Some models for the show include Guy Bailey, Texas Tech president; Kristy Curry, women's basketball head coach; Kent Hance, Texas Tech chancellor, and his wife, Susie; and Mike Leach, head football coach, and his wife, Sharon.

"Marsha and I had talked for a few years about combining a style show with the Women's Football Clinic as everyone always got a kick out of the unveiling of our uniforms as part of the clinic," Leach said. "We decided a meal and a style show would be a natural addition to a great evening clinic."

Partial proceeds from the event benefit the MSLC, which is part of a broader fund-raising effort by the Red Raider Club in athletics and helps raise money for women's sports programs at Texas Tech. Over the past two years the MSLC has hosted a summer WNBA game and this event replaces the game.

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“Mike’s clinic is really popular and has generated so much enthusiasm in the past that we decided to enhance the whole experience with dinner and a fashion show,” Sharp said.

“With our thanks to Cagle’s and the College of Human Sciences for lending expertise, we think folks will enjoy our first Red Raider Style Show and the opportunity to see and buy all the latest fashions for fall football.”

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

**CONTACT: Laura Vandergriff, Administrative Business Assistant, Football Staff, Texas Tech University, (806) 742-4260, or [laura.vandergriff@ttu.edu](mailto:laura.vandergriff@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Aug. 4, 2009

CONTACT: Leslie Cranford, [leslie.cranford@ttu.edu](mailto:leslie.cranford@ttu.edu)  
(806) 742-2136

### **Texas Tech Professor Receives NSF Career Grant**

A Texas Tech University professor has been awarded a Career Grant from the Chemistry Division of the National Science Foundation.

Michael Mayer, an assistant professor in the Department of Chemistry and Biochemistry, will receive \$546,784 for his project "Preparation of Materials Composed of Mechanically Interlocked Nanoscale Species." The five-year grant began Aug. 1.

Research goals of the project involve the production and study of materials that are held together, at the molecular level, by well-defined molecular entanglements.

"Just as an animal on a leash can be expected to be limited in its behavior, so too with molecules – the fundamentally minimal building blocks of organic materials, when they are entangled," Mayer said. "In this project we are developing new and better ways to literally tie together both small molecules and even large polymers, looking for outcomes like new flexibility, viscosity and elasticity."

Bob Smith, Texas Tech's provost, said Career Awards, especially from the NSF, are extremely competitive and prestigious.

"Such awards also have the potential to affect an individual's career in an extremely positive way," Smith said. "Thus, we are so delighted by Dr. Mayer's success. And, we know that his success will also reflect very favorably on Texas Tech."

The well-known and relatively high-profile award lends a certain level of credibility to his research program, Mayer said, and can be used to leverage his individual research program as well the Department of Chemistry and Biochemistry's program to qualify for additional resources.

The Faculty Early Career Development (CAREER) Program is a foundation-wide activity that offers the National Science Foundation's most prestigious awards in support of junior faculty who exemplify the role of teacher-scholars through outstanding research, excellent education and the integration of education and research within the context of the mission of their organizations.

**CONTACT: Michael Mayer, Assistant Professor, Chemistry and Biochemistry,**  
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# Advisory

**FOR IMMEDIATE RELEASE**

DATE: August 4, 2009

CONTACT: Allison Ralston, [allison.ralston@ttu.edu](mailto:allison.ralston@ttu.edu)  
(806) 742-2136

**Texas Tech Women's Football Clinic to Feature Style Show**

- WHAT: Style Show at the 2009 Women's Football Clinic
- WHEN: 5 p.m. Wednesday (Aug. 5)
- WHERE: Frazier Alumni Pavilion
- EVENT: Head Football Coach Mike Leach and former Lady Raiders Coach Marsha Sharp have teamed up to present an evening of fun, football and style at the 2009 Mike Leach/ASCO Women's Football Clinic.

For the first time, the clinic will feature a style show and dinner with some of the proceeds benefitting the Marsha Sharp Leadership Circle (MSLC). The popular clinic includes a vendor sale beginning at 4 p.m. at the Frazier Alumni Pavilion.

Dinner, provided by Cagle Steaks, and the style show, presented with help from the College of Human Sciences' Nutrition, Hospitality, and Retailing Department, will begin at 5 p.m. in the pavilion before the event moves to the football training facility for the clinic.

The style show will feature members of the Texas Tech community as models and will include some surprise participants from among its coaching ranks.

Some models for the show include Guy Bailey, Texas Tech president; Kristy Curry, women's basketball head coach; Kent Hance, Texas Tech chancellor, and his wife, Susie; and Leach and his wife, Sharon.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

**CONTACT: Laura Vandergriff, Administrative Business Assistant, Football Staff, Texas Tech University, (806) 742-4260, or [laura.vandergriff@ttu.edu](mailto:laura.vandergriff@ttu.edu)**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Aug. 4, 2009

CONTACT: Sally Logue Post, sally.post@ttu.edu  
(806) 742-2136

### **Long-Time Texas Tech Museum Executive Director Retires**

Gary Edson announced this week that he will retire as executive director of the Museum of Texas Tech University. He also will leave his position as director of the Center for Advanced Study of Museum Science and Heritage Management.

Edson has been at Texas Tech for 25 years and director of the museum for 24 years. The museum has experienced major growth during his tenure. Of particular importance was the addition of the Diamond M Collection and Gallery, renovation of the Devitt Wing and opening of the Explorium, Davies Southwest Indian Art Gallery, the Changing World Gallery, African Art Gallery, Pre-Columbian Art Gallery and Taos-Southwest Gallery. Three major additions to the museum during Edson's tenure were the acquisition of the Lubbock Lake Landmark, the construction of the Helen DeVitt Jones Auditorium and Sculpture Court and the new addition to the Natural Science Research Laboratory.

"During Gary's 24 years as executive director, the museum has grown to international prominence," said James Brink, associate vice provost of Heritage Consortium for the Natural and Historic Southwest. "Thanks to Gary's direction, the museum science and heritage management degree program are two of our strongest post-graduate academic areas."

Under Edson's leadership the museum gained accreditation by the American Association of Museums. Of the 17,500 museums in the United States only approximately 800 are accredited, making the museum one of the top five percent of museums in the United States.

Edson also held the position of professor of museum science and in that role was actively involved with lecturing at national and international workshops and symposia. He was an active member of the International Council of Museums and was elected to the Executive Council of that organization for two terms. He was recognized worldwide for his work with museum ethics and wrote a book that is generally viewed as a primary information resource on that topic.

Edson will leave the museum and Texas Tech at the end of the fall semester. He plans to continue his work with the international museum community and to write on topics related to museology. An international search is planned for a new executive director.

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TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Aug. 4, 2009

CONTACT: Sally Logue Post, [sally.post@ttu.edu](mailto:sally.post@ttu.edu)  
(806) 742-2136

### **Texas Tech Named a “Best in the West” College by the Princeton Review**

Texas Tech University is one of the best colleges and universities in the West according to The Princeton Review. The university is featured on the company’s Web site, [2010 Best Colleges: Region by Region](#).

The Princeton Review does not rank the colleges in its 2010 Best Colleges Web site. For the project, the company uses several criteria including asking students to rate their own schools on several issues – from accessibility of their professors to the quality of the campus food.

“It’s flattering to be ranked in this survey, especially when the opinion of our students is considered so heavily,” said Guy Bailey, president of Texas Tech. “This is an excellent institution that offers students a solid education in a wide variety of fields while also providing a marvelous college experience in terms of student organizations, social life and major conference athletics.”

The Princeton Review is a New York-based company known for its test preparation courses, books, college admission and other education services. It is not affiliated with Princeton University and it is not a magazine.

“We chose Texas Tech and the other terrific schools we recommended primarily for their excellent academic programs,” said Robert Franek, Princeton Review’s vice president of publishing. “We selected them based on institutional data we collected from several hundred schools in each region. We also take into account what each school’s customers – their students – report to us about their campus experiences at their schools on our 80-question student survey.”

Texas Tech’s profile in the 2010 Best Colleges: Region by Region is available at [www.princetonreview.com](http://www.princetonreview.com).

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TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Aug. 5, 2009

CONTACT: Leslie Cranford, [leslie.cranford@ttu.edu](mailto:leslie.cranford@ttu.edu)  
(806) 742-2136

### **Texas Tech Law Graduate Earns State Pro Bono Award**

A Texas Tech University School of Law graduate recently received a state award for her commitment to the provision of legal services to the poor.

The Texas Supreme Court's Access to Justice Commission Law Student Pro Bono Award has been given to Renee Brosch, a May law graduate from Granger. The award recognizes a law student whose pro bono work has made a significant impact on the community and reflects a passion for advocating on behalf of underserved populations.

In 2008, Texas Tech's School of Law received the inaugural Law School Commitment to Service Award, presented by the same organization.

Walt Huffman, dean of the law school, says Texas Tech continues to be a leader among Texas law schools in promoting pro bono service.

"For us to be the only law school selected for the inaugural public service award last year, and then to have Ms. Brosch recognized this year from among all the law students in Texas is really a quite special – and quite significant – combined achievement," Huffman said. "The awards emphasize Texas Tech's leadership in public interest law and pro bono service to those less fortunate."

Brosch will be honored at the New Lawyer Induction Ceremony in Austin on Nov. 16, and be presented with a \$2,000 stipend in recognition of her efforts.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

**CONTACT: Larry Spain, director of clinical programs, Texas Tech University School of Law, (806) 742-3787 ext. 227, or [larry.spain@ttu.edu](mailto:larry.spain@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

**FOR IMMEDIATE RELEASE**

DATE: Aug. 5, 2009

CONTACT: Cory Chandler, [cory.chandler@ttu.edu](mailto:cory.chandler@ttu.edu)  
(806) 742-2136

**Back to School Fiesta Gets Families Ready for School**

WHAT: Back to School Fiesta

WHEN: 9 a.m. - Noon Saturday (August 22). Registration begins at 8:45a.m.

WHERE: The Texas Tech University Student Union Building (free parking is available in the lots surrounding the building).

EVENT: The Back to School Fiesta University is back. Open to the Lubbock community, as well as students and their families from surrounding communities, the three-hour event offers free school supplies, college resources, free food and entertainment.

As many as 3,000 Lubbock-area participants are expected at this year's fiesta, created to introduce children and their families to the educational and professional opportunities offered by higher education and a degree earned through Texas Tech.

The event features a college and community fair, free health screenings, college preparation workshops, parent workshops, campus tours and more.

**CONTACT: Jobi Martinez, director, Cross-Cultural Academic Advancement Center, (806) 742-8687, or [jobi.martinez@ttu.edu](mailto:jobi.martinez@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Aug. 6, 2009

CONTACT: Leslie Cranford, [leslie.cranford@ttu.edu](mailto:leslie.cranford@ttu.edu)  
(806) 742-2136

### **Students Honored During Summer 2009 Commencement**

[Editor's note: A person from your area will be honored during this event]

Donald E. Powell, who served as the former federal coordinator of Gulf Coast rebuilding and chairman of the Federal Deposit Insurance Corp., will speak at Texas Tech University's undergraduate commencement ceremonies Saturday (Aug. 8).

More than 1,250 students will receive diplomas during the 9 a.m. event at the United Spirit Arena, 1701 Indiana Ave. in Lubbock.

The ceremony can be viewed live online at <http://streaming.ttu.edu/commencement.htm>.

Included in the ceremony are students from the Colleges of Agricultural Sciences and Natural Resources, Architecture, Arts and Sciences, Education, Honors, Human Sciences, Mass Communications, Outreach and Distance Education, Visual and Performing Arts, the Edward E. Whitacre Jr. College of Engineering and the Jerry S. Rawls College of Business.

Outstanding students will carry banners representing their respective colleges. Administrators selected the banner bearers based on all-around achievement.

The banner bearers are: Mallory Dawn Dyess, an agricultural communications major from Slaton, College of Agricultural Sciences and Natural Resources; Claire M. Tranter, an architecture major from Georgetown, College of Architecture; Ashley Nichole Wilhelm, an anthropology major from Wellington, College of Arts and Sciences; Torrie Taylor, a marketing major from Glen Rose, Jerry S. Rawls College of Business; Allison Michelle Brown, a multidisciplinary studies major from Forney, College of Education; Forrest Alexander Jones, an electrical engineering major from Albuquerque, N.M., Whitacre College of Engineering; Matthew Lowrie, a biochemistry major from Fort Worth, Honors College; Nhi M. Ha, an apparel design and manufacturing major from Houston, College of Human Sciences; Travis Dailey Fuller, an advertising major from Wylie, College of Mass Communications; Sydney Anne McIlhaney, a general studies major from Lubbock, College of Outreach and Distance Education; and Micayla Vera, a studio art major from Plainview, College of Visual and Performing Arts.

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Daniel Poulsen, a doctoral student in family and consumer science and education from North Tonawanda, N.Y., is the banner bearer for the Graduate School. Also recognized during commencement exercises are bachelor's degree candidates with the highest grade-point-averages in their respective colleges.

Highest ranking August graduates for each college are:

- College of Arts and Sciences: Ashley Nichole Wilhelm, an anthropology major from Wellington.
- Jerry S. Rawls College of Business Administration: Adam Britten, an accounting major from Groom.
- Edward E. Whitacre Jr. College of Engineering: Forrest Alexander Jones, an electrical engineering major from Albuquerque, N.M.
- College of Human Sciences: Tarrah Michele Moreno, a family and consumer sciences major from Lubbock.
- College of Visual and Performing Arts: Katy Renae Baker, a theater arts major from White Settlement.



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Aug. 7, 2009

CONTACT: Sally Logue Post, sally.post@ttu.edu  
(806) 742-2136

### **Texas Tech Fall Enrollment Outlook Favorable**

The Texas Tech University System Board of Regents today (Aug. 7) heard a report on increasing enrollment at Texas Tech and that the outlook for growth in the fall semester is good.

Final second summer session enrollment stands at 7,852 up from 7,745 this time last year. That news, coupled with a record spring enrollment, has university officials optimistic for a good fall enrollment.

“A strong spring enrollment is often a good predictor of what we can expect in the fall semester,” said Guy Bailey, president of Texas Tech. “Enrollment growth is imperative for the university as we work to achieve national research university status.”

Spring enrollment was 26,528, the largest in the history of the university. The total represents an increase of 516 students over spring 08.

Very early indicators are that the university is seeing a slight increase in admitted freshman, and a greater increase in admitted transfer students and graduate students who have been accepted for the fall semester. The final fall enrollment numbers will be available on the 20<sup>th</sup> class day of the fall semester.

“Another indicator is that our summer orientation numbers are up. We have had more 650 new freshmen and transfer students register for Red Raider Orientation this summer over last year,” said Michael Shonrock, senior vice president for student affairs and enrollment management.

Texas Tech fall 2008 enrollment was 28,422, the second highest in the school’s history. The university’s enrollment record is 28,549 set in the fall 2003 semester.

The fall 2009 semester begins Aug. 27.

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TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Aug. 10, 2009

CONTACT: Abby Tomlinson, [abby.tomlinson@ttu.edu](mailto:abby.tomlinson@ttu.edu)  
(806) 742-7115, ext. 247

### **College of Outreach and Distance Education Names Director of External Relations**

Texas Tech University's College of Outreach and Distance Education recently named Dennis Michaelis as director of external college and community relations. He will begin on September 1.

As director, Michaelis will oversee the McLennan Community College/Texas Tech University partnership in Waco. Michaelis also will develop and implement a strategic plan for expanding Texas Tech's presence along the I-35 and I-45 corridors.

Dean of the College of Outreach and Distance Education Matt Baker said that he is extremely pleased to have Michaelis join the college's team.

"Dr. Michaelis has an outstanding track record when it comes to fostering and securing funding for program growth. This experience, in combination with his other exceptional professional and personal accomplishments, makes him the perfect candidate for this position," Baker said. "I am excited to see the success that his expertise will undoubtedly bring to our college's initiatives."

Originally from Hill City, Kan., Michaelis earned a Bachelor of Science in Education from the University of Kansas and a Master of Arts in English from Fort Hays State University before earning a Doctorate in Higher Education Administration from Kansas State University.

Professionally, Michaelis served as president of Paris Junior College in Paris, Texas, and president of Lake Region Community College in Devils Lake, N.D. before he began his 21-year tenure at McLennan Community College (MCC) in 1988.

Under Michaelis' leadership, MCC saw the greatest enrollment growth in the college's history: a 55 percent increase from 5,500 students in 2000 to 8,543 in 2005.

Michaelis also was heavily involved in the development of the University Center at MCC, orchestrating partnerships with six Texas universities. These partnerships provide MCC students with access to bachelor's, master's and doctoral degrees.

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More recently, Michaelis helped The Friends of MCC pass a \$74.5 million bond proposal to fund a new classroom building, science building and emergency medical technology building, as well as update infrastructure on campus.

In 2007, Michaelis helped initiate a partnership between MCC, the city of Waco, McLennan County and several local municipalities to serve Central Texas with a regional emergency services training center.

The Dennis F. Michaelis Academic Center, Science Building and Emergency Services Education Center were opened in the past year.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

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**Michele Moskos, marketing director, College of Outreach and Distance Education,**  
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TEXAS TECH UNIVERSITY

# News Release

**FOR IMMEDIATE RELEASE**

DATE: Aug. 7, 2009

CONTACT: Cory Chandler, [cory.chandler@ttu.edu](mailto:cory.chandler@ttu.edu)  
(806) 742-2136

## **Knight Raider Claims First National Chess Title for Texas Tech**

Hungarian International Master Gergely Antal, a senior at Texas Tech University, won the 2009 United States Tournament of College Champions.

The Knight Raiders chess team member beat the defending national champion and three players from the University of Texas at Dallas – considered one of the nation's top collegiate chess programs -- to claim Texas Tech's first national title in chess.

Antal drew International Master Jacek Stopa of UT Dallas in round three. He defeated International Master Daniel Fernandez of UT Brownsville in round four, and then International Masters Salvijus Bercys and Marko Zivanic – both from UT Dallas – in rounds five and six to win the championship.

The Swiss-style tournament, held in conjunction with the U.S. Open chess championship in Indianapolis, is open to all college students. The championship section is open to all players rated 2100 or better.

Antal, along with fellow Knight Raiders Stephanie Ballom and Josh Osbourn, are now competing in the U.S. Open, which continues through Aug. 9.

**CONTACT: Paul Truong, director of marketing, SPICE, Texas Tech University,**  
(806) 742-7742 or [paul.truong@ttu.edu](mailto:paul.truong@ttu.edu), or [spice@ttu.edu](mailto:spice@ttu.edu).



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Aug. 11, 2009

CONTACT: Leslie Cranford, [leslie.cranford@ttu.edu](mailto:leslie.cranford@ttu.edu)  
(806) 742-2136

### **Texas Tech College of Education Receives Counselor Programs Accreditation**

Texas Tech University's College of Education has received continuing full accreditation for three graduate degree programs in counselor education by the Council for Accreditation of Counseling and Related Educational Programs (CACREP).

The fully accredited programs include the community counseling master's, school counseling master's and counselor education and supervision doctoral degree.

"The College of Education is proud to receive accreditation by CACEP again for all our counselor education programs," said Charles Ruch, interim dean of the college. "This recognition signals to prospective students that they will receive excellent training; and to the public, that our graduates meet the most rigorous of professional standards. Ours is one of a few programs holding this level of external evaluation and accreditation."

CACREP is an independent agency recognized by the Council for Higher Education Accreditation to accredit master's degree programs in:

- career counseling
- college counseling
- community counseling
- gerontological counseling
- marital, couple, and family counseling/therapy
- mental health counseling
- school counseling
- student affairs
- doctoral degree programs
- counselor education and supervision

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**Contact: Charles Ruch, interim dean, College of Education, Texas Tech University, (806) 742-1837, or [charles.ruch@ttu.edu](mailto:charles.ruch@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Aug. 12, 2009

CONTACT: Cory Chandler, [cory.chandler@ttu.edu](mailto:cory.chandler@ttu.edu)  
(806) 742-2136

### **Texas Tech grants Bayer CropScience Exclusive License to Cotton Technology**

Texas Tech University System Office of Technology Commercialization and Bayer CropScience have signed an exclusive licensing agreement to utilize a new cotton technology from the university's International Center for Excellence in Agricultural Genomics and Biotechnology.

When fully developed and introgressed into commercial cotton seed lines, the technology is expected to have a significant positive impact on fiber properties. Further details of the agreement were not disclosed.

"The technology has shown a lot of promise to improve fiber properties significantly during the experimental stage," said Thea Wilkins, Bayer CropScience Regents Professor and director of the center. "We're excited about partnering with Bayer CropScience to bring this technology to the marketplace."

Bayer and the Texas Tech University Board of Regents created the \$500,000 Bayer CropScience Endowed Professorship in 2005 to expand genetic-enhancement research for major crops with an emphasis on cotton

Mike Gilbert, cotton general manager, Bayer CropScience, said he welcomes the expanded relationship with Texas Tech.

"We have long enjoyed a close relationship with Texas Tech, and this new technology represents an important contribution to our efforts to deliver innovations in cotton."

The university hired Wilkins in 2006 to anchor the International Center for Excellence in Agricultural Genomics in the Department of Plant and Soil Science.

The institute was developed using \$1.9 million from the first grant announced by Gov. Rick Perry from the \$200 million Emerging Technology Fund (ETF).

The ETF was created by the Texas Legislature in 2005 at the governor's request to expedite the development and commercialization of new technologies and to recruit research talent to the state, and was reauthorized in 2007 and again this session with \$203.5 million for the 2010-2011 biennium. To date, the ETF has allocated more than \$99 million in funds to 78 early-stage companies.

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“We created the Emerging Technology Fund to attract the best scientists and researchers to Texas, realizing that they were the key to creating technological innovations that will drive the state’s economy,” Perry said. “The International Center for Excellence in Agricultural Genomics and Biotechnology is an outstanding success story for the fund. Clearly the center is driving the development of new technologies and approaches that will fuel the future success of Texas agriculture.”

Bayer CropScience is a leading cotton seed provider in the United States. Bayer CropScience LP is the United States business of Bayer CropScience, which has its global headquarters in Monheim, Germany. The company is a world leader in the areas of crop protection, non-agricultural pest control, seeds and plant biotechnology.

The Texas Tech University System Office of Technology Commercialization works with university researchers to bring their discoveries and inventions to the marketplace. The office works to protect the intellectual property developed through university research and bring it to the public through licensing agreements and the creation of startup companies.

The Department of Plant in Soil Sciences is located in the College of Agricultural Sciences and Natural Resources. Faculty teach and conduct research in areas including biotechnology; crop, soil and turf science, horticulture, pest management and crop production.



# News Release

**FOR IMMEDIATE RELEASE**

DATE: Aug. 13, 2009

CONTACT: Leslie Cranford, [leslie.cranford@ttu.edu](mailto:leslie.cranford@ttu.edu)

(806) 742-2136

**Texas Tech Lifelong Learning Hosts Membership Recruiting Party**

The Osher Lifelong Learning Institute (OLLI) at Texas Tech University is hosting its annual membership recruitment party from 3:30 to 5:30 p.m. Aug. 20 in the Lubbock Memorial Civic Center Banquet Hall.

The event will feature entertainment, refreshments, door prizes and information about OLLI fall course offerings. Anyone 50 years of age and older is welcome to come to learn more about the organization dedicated to providing a variety of lifelong learning activities. The event is free and there is no obligation to join.

The Osher Lifelong Learning Institute is a program in the College of Outreach and Distance Education. It was established in 2002 to meet the needs of older adults who wanted to continue learning in a non-traditional way. Most classes meet for a total of eight hours and are interactive. Instructors for the classes are recruited from current and retired Texas Tech faculty or from people with special expertise in a subject.

To RSVP for the party or to request a catalog of course offerings, call (806) 742-7202 ext. 270, or visit [www.oli.ttu.edu](http://www.oli.ttu.edu).

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

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TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Aug. 13, 2009

CONTACT: Cory Chandler, [cory.chandler@ttu.edu](mailto:cory.chandler@ttu.edu)  
(806) 742-2136

### **Study Abroad Program Could Produce New Architecture Institute in Nicaragua**

An international study program at Texas Tech University has provided the seeds for what could become an art and architecture institute converting a war-torn district of Granada, Nicaragua, into a haven for tourists and developers.

Texas Tech College of Architecture students conceptualized the facility at the request of Nicaragua's Minister of Tourism, Mario Salinas, during a seven-week visit to Granada through Texas Tech's International Study Program.

Salinas and Granada Mayor Eulogio Mejía selected plans presented by senior Edgar Gallegos from among those of four finalists in the class of thirteen.

The private institute would be associated with the Universidad Del Diseno in San José, Costa Rica, and located on the site of former fair grounds destroyed and abandoned during the Nicaraguan Revolution.

Nicaraguan officials hope the facility would create a new node for development in a cash-strapped city looking to boost its tourism industry, said David Driskill, associate professor and associate academic dean of the College of Architecture.

"There is an almost tangible urgency in Nicaragua right now, a feeling that the country has one generation to turn itself around," Driskill said. "So there is a real focus on youth and development."

Driskill and Lahib Jaddo, associate professor and assistant dean for admissions in the College of Architecture, led the International Studies Program in Nicaragua. They said graduates of the institute could complete professional architecture degrees at the Universidad Del Diseno or at Texas Tech.

Clay Adams, a Texas Tech graduate now working for Salinas, helped facilitate the project, which Driskill said has begun attracting potential partners.

Gallegos' drawings of the facility are available upon request.

**CONTACT: David Driskill, associate professor and associate academic dean of the College of Architecture, (806) 742-3136 ext. 243, or Lahib Jaddo, assistant professor and assistant dean for admissions in the College of Architecture, (806) 742-3169 ext. 252**



# News Release

**FOR IMMEDIATE RELEASE**

DATE: Aug. 14, 2009

CONTACT: Sally Logue Post, [sally.post@ttu.edu](mailto:sally.post@ttu.edu)  
(806) 742-2136

## **New Members Named to Texas Tech Foundation Board**

Eleven new members were approved Thursday (Aug. 13) by the Texas Tech Foundation Board of Directors. The new directors will serve four-year terms beginning Sept. 1.

The nominees, all graduates or former students of Texas Tech, are:

- From Lubbock - David Alderson, president and chief executive officer of Alderson Enterprises, L.P.
- From Abilene -- Kenneth L. Burgess, Sr., owner of Ken Burgess, Inc.
- From Dallas – H. Craig Evans, owner and president S.C. Companies and owner of Ranch 182, LLC; Matt E. Malouf, owner of Malouf Interests, Inc.; and Robert R. Matejek, recently retired from Merit Energy Company as president and chief operating officer.
- From Southlake – Terry E. Fuller, president of Phoenix Petrocorp, Inc.
- From El Paso – H. Christopher Mott, an attorney and shareholder of Gordon, Mott & Davis, P.C.
- From San Antonio – Bradley C. Barron, senior vice president, general counsel, and secretary of NuStar Energy, L.P. and Fern “Missy” Finck, owner of Finck Properties.
- From San Diego, Calif. – Robert B. Horsman, founder, president and chief executive officer of San Diego National Bank.
- From Houston and Santa Fe, N.M. – R. Randall Onstead, Jr., principal of Lone Star Retail Partners, LLC.

“The experience these men and women bring to the foundation board is important for our future of our universities,” said Kelly Overley, chief operating officer of the foundation and vice chancellor of institutional advancement for the system. “They will strengthen our board and enable the foundation to continue to support the programs that create an excellent academic experience for all of our students.”

The Texas Tech Foundation Inc. was established in 1939 and provides volunteer leadership to facilitate institutional advancement programs and assist with fundraising activities, stewardship and major capital campaigns for the system.

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**CONTACT: Kelly Overley, chief operating officer of the foundation and vice chancellor of institutional advancement for the Texas Tech system, (806) 742-9750 or [Kelly.overley@ttu.edu](mailto:Kelly.overley@ttu.edu).**

Office of Communications and Marketing



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Aug. 14, 2009

CONTACT: Leslie Cranford, [leslie.cranford@ttu.edu](mailto:leslie.cranford@ttu.edu)  
(806) 742-2136

### **Texas Tech Marketing Students Get Shot at Major Event Promotion**

To fill 8,600 seats at the United Spirit Arena, Jaime Resendiz may need a little help from his friends. Maybe you've met them – Bubba J, Achmed, Peanut, Walter and Jose' Jalapeño. Oh, and Jeff. You know Jeff – Jeff Dunham, comedian and ventriloquist, whose Spark of Insanity tour is coming to Lubbock on Sept. 3.

Resendiz is president of the Tech Marketing Association (TMA), the student marketing organization in the Rawls College of Business at Texas Tech University. Promoting Dunham's appearance in Lubbock became the responsibility of the group, with scholarship money on the line tied to the success of the event.

"The more tickets that are sold, the higher the amount of scholarship money," Resendiz said.

The scholarship money is part of the overall proposal package submitted by the promoter for Dunham's Lubbock performance. The money will be allocated from concert ticket sales, courtesy of the promoter and Jeff Dunham, and will come out of the show's settlement.

Each proposal submitted includes a proposed budget for marketing. Resendiz and his team had to run the plan – with radio, print, TV and other proposals itemized – past Dunham's rep and then started the implementation phase. Ads hit television, radio and print in the spring, all with TMA's logo or name mentioned.

"The promoter, Barbara Hubbard, is all about working with the students for learning opportunities and a foot in the door," said Cindy Harper, associate director at the United Spirit Arena. "She is an amazing person, known as 'Mother Hubbard' for all of her great mentoring and college scholarship program, and is a true legend in the concert industry – 82 and still promoting, but now putting in offers to agents who were actually students she formerly mentored."

Harper said Hubbard asked her about the possibility of student involvement.

Jeffrey Harper, Cindy's husband and an instructor in the Rawls College Marketing area, suggested to Cindy that TMA might be the perfect match for this project. Cindy,

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a Texas Tech marketing graduate and former member of TMA, approached the group about their possible interest, and they jumped at the unique opportunity.

Resendiz and his team explored all types of marketing on their way to their final proposal.

“We did a lot of traditional print, like the Daily Toreador, the Avalanche-Journal, Plainview and Amarillo, and some local radio and television. We saved quite a bit of the budget for the August campaign.

“We chose some non-traditional things as well. Before school was out in May we designed and gave away some T-shirts just to raise awareness on campus. We also placed some Facebook ads. We put less than \$100 in it, and we got really good exposure,” Resendiz said.

Tickets are priced \$54, \$40, \$30 and \$20 and are available at all area Lubbock Select-a-Seat outlets (Texas Tech University Student Union, Civic Center East Pedestrian Mall, Dollar Western Wear, Ralph’s Records & Tapes) and all area United Supermarkets.

Tickets are also available for charge by phone at (806) 770-2000 and for purchase online at [www.selectseatlubbock.com](http://www.selectseatlubbock.com).

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

**CONTACT: Cindy J. Harper, associate director, United Spirit Arena, Tech University, (806) 742-7362, or [cindy.harper@ttu.edu](mailto:cindy.harper@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Aug. 18, 2009

CONTACT: Sally Logue Post, [sally.post@ttu.edu](mailto:sally.post@ttu.edu)  
(806) 742-2136

### **Texas Tech Named Military Friendly School**

Texas Tech University today (Aug. 18) was named to the 2010 list of Military Friendly Schools by the G.I. Jobs Magazine. The list honors the top 15 percent of colleges, universities and trade schools which are doing the most to embrace America's veterans as students.

"Texas Tech already has many veterans on campus as students, faculty and staff," said Guy Bailey, president of Texas Tech University. "We appreciate and respect the service our men and women have performed for their country. As they leave the military and look to further their education, Texas Tech is working to make the transition as easy as possible. These students bring experiences and maturity to our classrooms that benefit all of our students."

Texas Tech is about to launch a new Web site, [www.militaryfriendly.ttu.edu](http://www.militaryfriendly.ttu.edu) and there is a separate VA office on the campus, located in West Hall to help veterans navigate the registration and financial aid process. A military/veterans Welcome Event is set for Aug. 25 in the Frazier Pavilion.

"With so many undergraduate and graduate degrees and our School of Law, Texas Tech offers veteran and military students so much opportunity," said Debra Crosby, assistant registrar at Texas Tech. "We are making every effort to make enrolling and attending Texas Tech as easy as possible."

The Military Friendly Schools list was compiled through research starting last May during which G.I. Jobs polled more than 7,000 schools nationwide. Criteria for making the list included efforts to recruit and retain military and veteran students, results in recruiting military and veteran students and academic accreditations.

"This list is especially important now because the recently enacted post-9/11 G.I. Bill has given veterans virtually unlimited financial means to go to school," said Rich McCormack, G.I. Jobs publisher. "Veterans can now enroll in any school, provided they're academically qualified. So schools are clamoring for them like never before. Veterans need a trusted friend to help them decide where to get education. The Military Friendly Schools list is that trusted friend."

The list can be found at [www.militaryfriendlyschools.com/mfspr](http://www.militaryfriendlyschools.com/mfspr).

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Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

**CONTACT: Debra Crosby, assistant registrar, Texas Tech University, (806) 742-1495 or [debra.crosby@ttu.edu](mailto:debra.crosby@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Aug. 18, 2009

CONTACT: John Davis, [john.w.davis@ttu.edu](mailto:john.w.davis@ttu.edu)  
(806) 742-2136

### **Texas Tech's College of Outreach and Distance Education Names Assistant Dean for College Programs**

Texas Tech University's chairman of the Department of Communication Studies was chosen as the assistant dean for college programs for the College of Outreach and Distance Education.

Patrick Hughes' primary responsibility will be to oversee operations and advising for the bachelor of general studies program. Also, he will work with other colleges to develop additional academic programs.

A veteran faculty member, Hughes started his career at Texas Tech in August 2000 as an assistant professor in the Department of Communication Studies. He served as department chairman since 2007.

Hughes has been published extensively on topics such as interpersonal communication in health contexts and marital communication processes. He is a member of the National Communication Association, the Western States Communication Association and the American Association of University Professors.

Matt Baker, dean of the College of Outreach and Distance Education, said that he is excited about the addition of Hughes to the staff.

"Having Dr. Hughes join the team at this college is vital to the success of the bachelor of general studies program," Baker said. "I am confident that the program, its students and staff will excel under his leadership."

Originally from Chicago, Hughes earned a bachelor's degree from Augustana College in Rock Island, Ill., and a master's degree from Illinois State University in Normal, Ill., before earning his doctorate at the University of Denver.

**CONTACT: Michele Moskos, marketing director, College of Outreach and Distance Education, (806) 742-7202 ext. 276, or [michele.moskos@ttu.edu](mailto:michele.moskos@ttu.edu)**



TEXAS TECH UNIVERSITY

# Advisory

**FOR IMMEDIATE RELEASE**

DATE: Aug. 21, 2009

CONTACT: Sally Logue Post, [sally.post@ttu.edu](mailto:sally.post@ttu.edu)  
(806) 742-2136

**Texas Tech Sets Welcome Event for Veterans**

WHO: Veterans, military students and their families

WHAT: Welcome event and information fair

WHEN: 6:30-8:30 p.m. Tuesday (Aug. 25)

WHERE: Frazier Alumni Pavilion, Red Raider Boulevard and Drive of Champions

EVENT: Cong. Randy Neugebauer of Lubbock, Texas Tech University System Chancellor Kent Hance and Texas Tech President Guy Bailey will welcome veteran and military students to campus. The event is sponsored by the Office of Student Affairs and Enrollment Management.

About 400 veterans use G.I. benefits to pay for their education at Texas Tech. The welcome event is one of many things Texas Tech does that earned it a place on the 2010 Military Friendly Schools list by G.I. Jobs magazine. The list honors the top 15 percent of colleges, universities and trade schools which are doing the most to embrace America's veterans as students.

**CONTACT: Andrew Canham, Texas Tech Ombuds for Students, (806) 742-4791 or [Andrew.canham@ttu.edu](mailto:Andrew.canham@ttu.edu).**

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TEXAS TECH UNIVERSITY

# News Release

**FOR IMMEDIATE RELEASE**

Date: Aug 25, 2009

CONTACT: Michelle Hamman, [m.hamman@ttu.edu](mailto:m.hamman@ttu.edu)  
(806) 742-2420

**Super Saturdays Early Bird Registration Now Available**

Registration is open for the fall session of Super Saturdays at Texas Tech University. This academic enrichment program for children in kindergarten through sixth grade is scheduled for four consecutive Saturdays beginning Oct. 17.

Some class choices include: environmental toxicology, art, LEGO robotics, math and cooking.

Registration before Oct. 2 qualifies participants for the early bird discount of \$6 off each course fee.

For more information, contact the Institute for the Development and Enrichment for Advanced Learners ([IDEAL](#)) at (806) 742-2420 or e-mail [michelle.hamman@ttu.edu](mailto:michelle.hamman@ttu.edu).

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TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

**DATE:** Aug. 25, 2009

**CONTACT:** Leslie Cranford, [leslie.cranford@ttu.edu](mailto:leslie.cranford@ttu.edu)  
(806) 742-2136

### **Texas Tech Biz Prof Snags Harvard Business Case Study with Graphic Novel** Rawls College of Business professor adapts case study to 'comic book' format.

Holy Academia! Even the likes of Batman and Superman have never dared enter the halls, or publications, of the Ivy League.

Yet Jeremy Short has adapted for the first time a case study in graphic novel format for Harvard Business School's case collection. Short is the Jerry S. Rawls Professor of Management in Texas Tech University's Rawls College of Business.

"To my knowledge, this is the first ever Harvard Business case published in graphic novel format," Short said. "The co-author is Robert Austin, a faculty member at Harvard Business School. He found out about my interest in the graphic novel and contacted me about adapting a well-known Harvard Business case he had written a while back."

The case itself, Harvard 'iPremier (A) Denial of Service Attack (Graphic Novel Version)' describes an IT security crisis, and raises issues of risk management, preparation for crises, management of crises, computer security and public disclosure of security risks. It is available at [hbsp.harvard.edu](http://hbsp.harvard.edu).

The illustration team is made up of Lubbock artists, including Short's wife, Tessa, an art major and ambassador for the College of Visual and Performing Arts, who helped with the lettering.

Short also has published the first-ever graphic novel textbook on management, which is out this summer. The first chapter of "Atlas Black: Managing to Succeed" can be viewed online. Short thinks the book, which took about four years to develop, will appeal to college students.

The story in "Atlas Black: Managing to Succeed" is about two college seniors starting their own restaurant called the No Cover Café. The storyline helps keep the information accessible and interesting. Short said they were able to inject a lot of humor into Atlas Black, which breaks up the material and helps students to stay focused and engaged.

Both the case study and the textbook concepts were supported by Short's peer-reviewed article, published in *Business Communication Quarterly*. The Graphic Novel: A "Cool" Format for Communicating to Generation Y, explores the subject of using graphic novels

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for teaching business. The article highlights how and why this format can be a useful tool to present management content relevant for the current generation of business students.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

**CONTACT: Jeremy Short, professor, Rawls College of Business, (806) 833-5555, or [jeremy.short@ttu.edu](mailto:jeremy.short@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

**FOR IMMEDIATE RELEASE**

**DATE:** Aug. 25, 2009

**CONTACT:** Leslie Cranford, [leslie.cranford@ttu.edu](mailto:leslie.cranford@ttu.edu)  
(806) 742-2136

**Texas Tech Business Professor Develops ‘Comic’ Relief from Textbooks**  
Rawls College of Business professor writes textbook in graphic novel format.

Students used to get detention for reading comic books in class. Now a similar format is being used as a way to engage them in learning.

Jeremy Short, the Jerry S. Rawls Professor of Management in Texas Tech University’s Rawls College of Business, has published the first-ever graphic novel textbook on management, which is just out this summer. The first chapter of “Atlas Black: Managing to Succeed” can be viewed online.

Short co-authored the book with Talya Bauer, the Cameron Professor of Management at Portland State University, and Dave Ketchen, the Lowder Eminent Scholar in Entrepreneurship at Auburn University. Both Bauer and Ketchen have previous experience co-authoring traditional textbooks on management topics and all three co-authors serve as editor or associate editor at academic journals such as the *Academy of Management Journal* and the *Journal of Management*.

Short thinks the book, which took about four years to develop, will appeal to college students. He said the primary goal is to provide a better teaching tool by making the material interesting and entertaining for students.

“I think that many textbooks in strategic management tend to offer a number of disconnected examples using different companies that students might not be familiar with,” said Short. “This can create information overload and I believe it leads to retention problems. In contrast, the graphic novel uses a fixed set of characters that apply the material to their story.”

“Atlas Black: Managing to Succeed” is about two college seniors starting their own restaurant called the No Cover Café. The storyline helps keep the information accessible and interesting. Short said they were able to inject a lot of humor into Atlas Black, which breaks up the material and helps students stay focused and engaged.

The reaction to Short’s work has already been very positive, and two more Atlas Black books are under contract.

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“Some colleagues initially find the idea of a comic as an educational tool to be strange,” Short said. “But after I tell them that the Federal Reserve has been putting out comics on topics such as monetary policy for years, the 9/11 commission report was in graphic novel format, that the graphic novel “Maus” won the Pulitzer Prize, and that many movies were originally graphic novels, they are generally won over and quickly embrace the idea once they see the finished work.”

That Atlas Black came to be at all was somewhat a case of Short being in the right place at the right time.

“I had a student in an MBA class who had worked with Len Simon, the illustrator for the ‘Atlas Black: Managing to Succeed’ book, who has worked on movies such as Anastasia, Adam Sandler’s Eight Crazy Nights, Fat Albert and Curious George,” Short said.

“I mentioned to her that someone should do a graphic novel version of a management textbook and she suggested that if I was serious she would put me in contact with Len. So it was definitely a case of following up on that opportunity.”

After that introduction, colleague and co-author Bauer told him about an upstart publishing company called Flat World Knowledge whose goal was to specialize in low cost textbooks and they were very open to innovative ideas.

“In addition to really liking their innovative format and their desire to make textbooks affordable again, they allowed us the creative license that I don’t believe would have been possible with many of the ‘old school’ publishers,” Short said. “Flat World Knowledge is making a big push to make textbooks affordable with their open-source approach. The printed version of Atlas Black, for example, sells for \$14.99.”

Short also boasts the first-ever case study for Harvard Business School’s case collection in graphic novel format, co-written with Robert Austin. The case, which describes an information technology security crisis, and raises issues of risk management, preparation for crises, management of crises, computer security and public disclosure of security risks, is available at [hbsp.harvard.edu](http://hbsp.harvard.edu).

Both the case study and the textbook concepts were supported by Short’s peer-reviewed article, published in *Business Communication Quarterly*. The Graphic Novel: A “Cool” Format for Communicating to Generation Y, explores the subject of using graphic novels for teaching business.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

**CONTACT: Jeremy Short, Jerry S. Rawls Professor of Management, Rawls College of Business, (806) 742-2171 or [jeremy.short@ttu.edu](mailto:jeremy.short@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Aug. 26, 2009

CONTACT: Leslie Cranford, [leslie.cranford@ttu.edu](mailto:leslie.cranford@ttu.edu)  
(806) 742-2136

### **Texas Tech Rawls College Nets Grant from Department of Education** International business education will benefit from \$186,879 grant.

The Rawls College of Business at Texas Tech University recently was awarded an \$186,879 Business and International Education (BIE) grant from the U.S. Department of Education.

The two-year grant, titled **SCRIBE: Supply Chain Resources for International Business Education** will support the Rawls College's continued efforts in internationalizing its business programs. Co-investigators Donna Davis, the Georgie G. Snyder Professor of Marketing, and James Wilcox, Alumni Professor of Marketing, will manage the SCRIBE program.

The award will support a range of activities for students, faculty and the regional business community. These activities include the establishment of a new undergraduate academic emphasis in global supply chain management (GSCM), providing outreach services to regional and national U.S. businesses involved in global commerce and launching information technology resources to improve the instruction and pedagogy of GSCM curriculum.

The SCRIBE program includes three major partners: a regional economic development agency, a national professional association and U.S. businesses that employ Rawls College graduates.

The regional partner is the Ports-to-Plains Trade Corridor Coalition (PTP Coalition), an alliance of chambers of commerce and economic development agencies in communities located along the PTP multi-modal transportation corridor.

The professional association is the Council of Supply Chain Management Professionals (CSCMP), the pre-eminent association of supply chain professionals with more than 8,000 members.

U.S. business partners include Glazers Distribution and GVH/Millennium Distribution.

As industry partners to the SCRIBE program, the PTP Coalition and CSCMP will serve as sources for gathering regional and national industry data in assessing program needs in GSCM education, research and outreach. Results derived from this data will address both

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local and national GSCM needs through the presentation of white papers, the sponsorship of roundtables, the participation in seminars, and the delivery of electronic resources to association members.

The U.S. business partners will sponsor GSCM internships and provide a platform for student projects and foreign language training.

With the support of the U.S. Department of Education, and in close collaboration with the project's advisory board and the project's industry partners, the SCRIBE program is set to advance academic teaching in the international business curriculum and enable the business community to engage more effectively in international economic activities.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

**CONTACT: Donna Davis, assistant professor, Area of Marketing, Rawls College of Business, (806) 742-3238, or [donna.davis@ttu.edu](mailto:donna.davis@ttu.edu).**



TEXAS TECH UNIVERSITY

**FOR IMMEDIATE RELEASE**

DATE: Aug. 26, 2009

CONTACT: Allison Ralston, [allison.ralston@ttu.edu](mailto:allison.ralston@ttu.edu)  
(806) 742-2136

**Texas Tech and Kaplan Bring Free College Readiness Workshop to  
Lubbock Community**

High school juniors, seniors and their parents can attend a free college readiness workshop at Texas Tech University sponsored by the Office of Admissions and Kaplan Test Prep and Admissions.

The workshop will begin at 7:45 a.m. Sept. 19 in Lecture Hall 202 in the Rawls College of Business Administration.

Included in the workshop are practice ACT and SAT combination tests with review of the results; an ApplyTexas admission application session; a campus tour; and a Texas Tech admissions, academics and student life session.

“Students will receive test-taking tips to help them earn their best score on both the SAT and ACT and will learn what universities are looking for in applicants,” said Toni Riley, admissions counselor.

Students and their parents can register for the workshop at <http://www.visit.ttu.edu/events/college> before Sept. 13.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

**CONTACT: Toni Riley, admissions counselor, Undergraduate Admissions, Texas Tech University, (806) 742-1490, or [toni.riley@ttu.edu](mailto:toni.riley@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: August 28, 2009

CONTACT: Leslie Cranford, [leslie.cranford@ttu.edu](mailto:leslie.cranford@ttu.edu)  
(806) 742-2136

### **Texas Tech Law Ranks in Top 20 Best Value Law Schools**

Texas Tech University's School of Law is ranked 19th in the nation in a Best Value ranking of America's nearly 200 law schools. National Jurist and preLaw magazines published the list in their September issues.

The Best Value ranking is based on three factors: the law school's annual tuition costs; bar-passage rates above the state average; and employment rates for graduates exceeding 85 percent within nine months after graduation. Of Texas' nine law schools, Texas Tech School of Law was the only one ranked in the top 35.

About Texas Tech's School of Law, the National Jurist article says, "It's relatively easy to find a law school with a strong academic program, great alumni and employer connections, or low tuition, but finding one like that that has all three can be a challenge."

Walter Huffman, dean of the law school, said that he was gratified but not surprised by Texas Tech's ranking.

"I agree," Huffman said, "and I am extremely pleased that our combination of relatively low tuition cost, high bar-passage rate, and high employment rate for our graduates has resulted – again – in recognition of Texas Tech law's excellence in providing both opportunity and outstanding preparation for today's competitive job market."

The magazines also comment on the attributes the top schools in their ranking have in common: small size, strong skills programs and an emphasis on fostering relationships within the law school community.

"I believe both current students and graduates would agree with me that those listed attributes are high among the qualities – though there are many others – that make Texas Tech the exceptional law school that it is," Huffman said. "It is rewarding to learn that the excellence we already know and appreciate is recognized throughout the nation."

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TEXAS TECH UNIVERSITY

# News Release

**FOR IMMEDIATE RELEASE**

DATE: Aug. 28, 2009

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**Texas Tech Receives \$978,000 From NSF to Administer Growing  
Number of STEM Educational Outreach Programs**

Texas Tech University President Guy Bailey and several other researchers recently received \$978,000 from the National Science Foundation (NSF).

The grant, titled the Integrated STEM Initiative on the South Plains (ISISP), will provide help to administer the university's burgeoning educational outreach programs in science, technology, engineering and mathematics (STEM).

These outreach programs seek to support educators in STEM disciplines and to prepare more students for careers in science, technology, engineering and mathematics.

Other investigators include Jaclyn Cañas, an assistant professor at The Institute of Environmental and Human Health; Jerry Dwyer, an assistant professor in the Department of Mathematics & Statistics; Juan Muñoz, vice president of institutional diversity, equity and community engagement; and Lawrence Schovanec, interim dean of the College of Arts & Sciences.

Bailey said this grant will provide greater coordination among ongoing university STEM programs so that faculty members who participate in these activities are linked together as an outreach network. The five-year grant will involve hiring a dedicated recruitment specialist and supporting a coordinator of outreach.

"If one considers the body of work and support for our related activities in science, technology, engineering and mathematics, then one can see Texas Tech is establishing itself as a national leader in the field," Bailey said. "We believe our work with STEM programs is required to keep Texas and the U.S. competitive in the future."

In recent years, the NSF has approved eight STEM proposals from Texas Tech faculty for about \$13.5 million in total funding, said Lawrence Schovanec, interim dean of the College of Arts & Sciences. Because of the wide range and number of programs, researchers believed it was time to apply for this highly competitive administrative grant.

"The goal for all Texas Tech's STEM programs is to increase the number of students – especially students from underrepresented groups – who are interested in studying science, technology, engineering and mathematics," Schovanec said. "Texas Tech is really emerging as a national leader in STEM outreach programs, and these programs are

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very much an institutional effort with many researchers involved across colleges and disciplines. This grant provides an umbrella for administrative oversight and coordination for institutions with multiple NSF-funded STEM programs.”

The grant comes from the NSF’s Innovation Through Institutional Integration Program.

Along with NSF-funded STEM initiatives, the university also has additional programs funded by other agencies, such as a \$1.5 million grant from the National Institutes of Health for the Plains Bridges to the Baccalaureate program and \$3 million from the Greater Texas Foundation to fund a master’s program for middle school math and science teachers.

The Texas Tech T-STEM Center, a separate entity housing three programs that have demonstrated positive impact on K-12 STEM education, provides curriculum, professional development and recruitment for teachers. The center, started in 2006, has nearly \$2.2 million in funding.

Additional STEM programs are funded by agencies including the Texas Education Agency, Texas Higher Education Coordinating Board and Texas Workforce Commission.

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TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Aug. 31, 2009

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### **Texas Tech's Master Builder Retires**

The man who oversaw much of the biggest building boom at Texas Tech in a quarter century is hanging up his hard hat.

Mike Ellicott, vice chancellor of facilities, planning and construction (FP&C), will retire Friday (Sep. 4) after almost 10 years with the Texas Tech University System.

"It's been a great ride. There are very few jobs where you get to build a modern academic campus and get great support from the board of regents and the administration," Elliott said.

Ellicott has overseen more than \$700 million in construction for Texas Tech University, Texas Tech University Health Sciences Center (TTUHSC) and Angelo State University.

"Despite the challenges, I feel a great sense of pride when I drive through the campus and see what FP&C created. We didn't just build spaces, we created engaging places for the campus to live, learn and play. Our award-winning public art and landscape enhancement programs were a major part of that effort," he said.

His favorite projects include the two buildings that now house TTUHSC's Paul F. Foster School of Medicine in El Paso, the first new American medical school in 25 years and the only one of the U.S. – Mexico border.

"Those two signature buildings, along with the students, faculty and staff, represent the future of Texas Tech along the border," he said.

Ellicott also cites the Student Wellness Center on the Texas Tech campus as a favorite because it meant taking the vision of Michael Shonrock, Texas Tech's senior vice president for student affairs and enrollment management, and turning it into reality.

"Michael knew what he wanted the building to be to best serve our students. It was a real thrill to take his vision and turn it into bricks and mortar and create a beautiful, functional building," he said.

Rick Francis, of El Paso, has worked closely with Ellicott as both the former chairman of the Texas Tech University System Board of Regents and now the chairman of the board's facilities committee. He worked closely with Ellicott on the El Paso project as well as other projects over the past six years. He pointed to the respect Ellicott has earned in Austin as a key factor in Texas Tech's success.

"The Texas Higher Education Coordinating Board must approve our building projects and because they knew and respected Mike's abilities our path has been a smooth one," said Francis. "Mike has done a terrific job for Texas Tech. He has overseen so many major projects that have made our universities better able to provide exceptional facilities for our students. He'll be missed."

Mike Ellicott has left his mark on every campus in the Texas Tech system. Some projects are not yet complete, but he doesn't have any -- well not many regrets -- about not seeing them through.

"At some point you just have to say enough," he said. "I'm leaving everything that's in progress in extremely capable hands. I've been blessed with an amazing staff. I will miss them."