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TEXAS TECH UNIVERSITY

# Advisory

**FOR IMMEDIATE RELEASE**

**DATE:** September 2, 2010

**CONTACT:** Chris Cook, [\(chris.cook@ttu.edu\)](mailto:chris.cook@ttu.edu)  
(806) 742-2136

## **Jones AT&T Stadium East Side Ribbon Cutting**

**WHAT:** Jones AT&T Stadium East Side Ribbon Cutting

**WHEN:** 4 p.m. CT, Saturday (September 4)

**WHERE:** Jones AT&T Stadium, East Side, Main Entrance

**WHO:** Kent Hance, Texas Tech Chancellor  
Guy Bailey, Texas Tech University president

A private reception will follow on the club level of the new east side building. The reception will not be open to the media or public.

**CONTACT:** **Chris Cook, Director of Communications, Texas Tech University,**  
(806) 742-2136, or [chris.cook@ttu.edu](mailto:chris.cook@ttu.edu).



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 7, 2010

CONTACT: Kate Lepard, Katherine.lepard@ttu.edu  
(806) 742-2136

### Garrison Keillor to Kick Off Presidential Lecture and Performance Series

Texas Tech University's fall 2010 Presidential Lecture & Performance Series kicks off Oct. 24 with Garrison Keillor, renowned storyteller and host of "The Prairie Home Companion."

Keillor is best known for his dry sense of humor and comical anecdotes about growing up in the American Midwest. He is the first of three distinguished guests who will star in the series.

"One of the goals of the series is to headline stellar talent in the area of the arts," said Jo Moore, administrator in the College of Visual and Performing Arts. "These talented individuals represent the world of the literary arts, music and journalism. Patrons can expect laughter from Garrison Keillor, exquisite musicality from Nnenna Freelon and thought-provoking global insight from Joel Kotkin."

Freelon, a six-time Grammy Award-nominated jazz vocalist, will follow Keillor on Nov. 19. Hailed as the "international voice of jazz," Freelon has electrified a variety of audiences in performances at venues including Carnegie Hall and The Hollywood Bowl.

The fall series will conclude Dec. 1 with a presentation from Joel Kotkin, the internationally recognized author of "The Next Hundred Million: America in 2050."

Kotkin will lecture on global, economic, political and social trends, demonstrating the series' commitment to cutting-edge thought and community engagement.

All performances will begin at 7 p.m. at the Allen Theatre in the Student Union Building (SUB) on the Texas Tech campus.

Tickets for each event are \$12 for general admission through Select-A-Seat and free for students with a valid ID at the SUB ticket booth.

For more information, visit the 2010-2011 Presidential Lecture & Performance Series [website](#).

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

**CONTACT: Jo Moore, administrator, College of Visual & Performing Arts, Texas Tech University, (806) 742-0700 or jo.moore@ttu.edu.**

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TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 8, 2010

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

### Texas Tech and Partners to Power Up First Wind Research Farm

Industry and research sectors join to solve national challenges in wind energy.

Texas Tech University, industry and research partners are poised to power up their first of several planned renewable energy test facilities to help resolve key scientific and technology issues facing the wind power and broader clean energy industries.

The first wind turbines will be placed at Reese Technology Center in Lubbock, Texas, where a groundbreaking for the research farm is currently being planned and will be announced in the coming weeks.

The National Institute for Renewable Energy (NIRE), a public-private partnership formed earlier this year by the Innovate Texas Foundation with collaborative support from Texas Tech, will design, construct and operate the research wind farm and provide research access to Texas Tech and the National Wind Resource Center (NWRC), a non-profit research center. As strategic research partners to Texas Tech, South Plains Electric Co-Op in coordination with Golden Spread Electric will purchase the power generated through this effort.

Established by Texas Tech, the NWRC will centralize the research, with support from many of the nation's leading research universities, each utilizing its unique areas of expertise within the renewable energy sector.

The initial research goals of the NWRC are to tackle the three main challenges faced nationally in the wind power industry: enhancing the performance and reliability of wind power, decreasing the cost of wind power and addressing power storage issues.

"There are several new turbine technologies we plan to deploy at the Reese Technology Center," said David L. Miller, chairman of the NIRE Board of Directors. "We are also currently evaluating several additional sites for the deployment of a scalable energy storage solution."

In July the Texas Emerging Technology Fund awarded \$8.4 million to Texas Tech University to support the launch of NIRE and NWRC. Additionally, national organizations supporting NIRE include the American Wind Energy Association, The Wind Alliance and The Wind Coalition. They will be joined by as many as 30 private-sector firms with large investments in renewable energy projects.

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The Innovate Texas Foundation is a non-profit institution that serves as a catalyst for collaboration and transactions among universities, industry, investors and government enabling them to engage with the global economy more efficiently and effectively.

The Reese Technology Center is a regional world-class, high technology research, educational training, and business community by generating capital and intellectual wealth. Reese Technology Center consists of a main campus centered in education, research, engineering and technology, and an airfield comprised of three runways.

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

**CONTACT: David L. Miller, vice chancellor, Office of Technology Commercialization, Texas Tech University System, (806) 742-4105 or [david.l.miller@ttu.edu](mailto:david.l.miller@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 8, 2010

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

### Texas Tech Expert Tested Possible Chupacabra

Some residents of Texas, Mexico and Latin America fear the red-eyed creature that lurks in the woods at night preying on goats and other livestock and bleeding them dry.

Three months ago, a possible specimen of the legendary Chupacabra wound up in a laboratory at Texas Tech University.

Gnarled, naked and ugly, the animal's unusual appearance baffled the people who found it before scientists began genetic testing to discover the animal's origin, said Robert Baker, Horn Professor of Biological Sciences. Unfortunately, and just like the other two specimens in recent years, it turned out to be a mangy coyote.

"They aren't that uncommon," Baker said. "Over the past 10 years, I've seen 10 of these animals that some people call chupacabaras. I think the people who have found these things unique or mystical are more like the people who think that breakfast comes from a restaurant and not a farm or ranch."

The sample given to Baker three months ago was a pretty horrible looking creature, he said, but showed no evidence or features that would make one conclude that it survived by sucking or drinking blood.

"I tell people before we begin that, 'The truth of the matter is that this is going to match coyotes perfectly. If that's not what you want to find, you need to find someone else to do the testing,'" he said. "The genetics are pretty straightforward. The data from the scientist's story are pretty boring. But, if it turns out something unique, we'd be glad to say that."

"The genes do not lie."

Reference website: <http://www.foxnews.com/scitech/2010/07/14/was-el-chupacabra-spied-texas/>

**CONTACT: Robert Baker, horn professor, Biological Sciences, Texas Tech University, (806) 742-2710, or [robert.baker@ttu.edu](mailto:robert.baker@ttu.edu)**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 8, 2010

CONTACT: Chris Cook, chris.cook@ttu.edu  
(806) 742-2136

### Texas Tech Dean Designate Withdraws

Elizabeth Dickey has notified Texas Tech University that she has rescinded her acceptance of her appointment at the university. Dickey was to have become dean of the Edward E. Whitacre Jr. College of Engineering in January 2011.

The search for a new dean of engineering will resume this week with Interim Dean Jon Strauss heading the efforts. The university intends to have a new dean hired and in place by Jan. 1, 2011, when Strauss becomes executive director of the Texas Tech University Office of Responsibility Center Management.

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TEXAS TECH UNIVERSITY

# News Release

**FOR IMMEDIATE RELEASE**

DATE: Sept. 8, 2010

CONTACT: Chris Cook, chris.cook@ttu.edu  
(806) 742-2136

**Texas Tech University Center for Campus Life Statement Regarding Suspension of  
Beta Theta Pi Fraternity**

Following the suspension by its national office, the Beta Theta Pi Delta Mu Chapter also has been temporarily suspended by Texas Tech University until further review by Student Judicial Programs of alleged criminal activities by members of the fraternity. A decision on further discipline action will not be made until the review is complete.

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TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 9, 2010

CONTACT: Chris Cook, chris.cook@ttu.edu  
(806) 742-2136

### Texas Tech Attributes Successful Year of Research to Faculty

Texas Tech University experienced one of its most successful research years in fiscal year 2010 and is crediting that success to the efforts of university faculty, according to Taylor Eighmy, vice president for research.

"We had a successful year for research and scholarship opportunities across all disciplines," Eighmy said. "We have a talented and dedicated faculty, many of whom are the nation's top experts in their areas of study. They embraced our goals of enhancing our research and creating and seizing opportunities to conduct research. Our success is a credit to their hard work."

In a period where the university is competing to become a Tier One and top research university in the state, Texas Tech researchers were instrumental in the number of proposals submitted (954), the number of awards received (607) and the value of the awards received (\$67 million). All of these measures were the best ever recorded by Texas Tech.

"This has been a remarkable year for our faculty," Eighmy said. "Four faculty members, Dr. Mark McGinley, Dr. Roman Taraban, Dr. David Lawver and Dr. Nora Griffin-Shirley, received U.S. Fulbright Scholars Fellowships. Three faculty members, Dr. Ranadip Pal, Dr. Shiren Wang and Dr. Luis Grave de Peralta, received the NSF CAREER award, the most competitive and distinguished research grant from the National Science Foundation."

The university also received a record number of monetary research grants. While final numbers won't be available until later in the fall, restricted research expenditures are expected to reach record numbers and eclipse the \$35 million spent on research in 2008-09. Total research expenditures will pass the \$100 million plateau for the first time as well.

One of the most notable research awards revolves around the university's research and development in wind energy and a partnership with the National Institute of Renewable Energy (NIRE). NIRE awarded Texas Tech researcher Steven Bayne a \$3.69 million research and development contract to test wind turbine prototypes. This followed closely on the heels of Texas Gov. Rick Perry's announcement in August of an \$8.4 million

Emerging Technology Fund award to the university for wind energy research and development.

During fiscal year 2009, Texas Tech received more than \$4 million in stimulus dollars that counted toward its final award and expenditure numbers a year ago. The university didn't receive those funds in fiscal year 2010.

"The most impressive aspect of our success this past year is the fact that we surpassed the previous year's numbers without the support of ARRA (American Recovery and Reinvestment Act) stimulus aid," Eighmy added. "Again, this is a direct result of the hard work of our faculty, who have embraced the vision of the university and taken us further than we've ever been before."

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**CONTACT: Chris Cook, Director of Communications, Texas Tech University, (806) 742-2136, or chris.cook@ttu.edu.**



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Sept. 9, 2010

CONTACT: Kate Lepard, [\(katherine.lepard@ttu.edu\)](mailto:katherine.lepard@ttu.edu)  
(806) 742-2136

### **Texas Tech University International Center for Arid & Semiarid Land Studies Invites Community to Celebrate Brazil Day**

**WHAT:** Texas Tech Provost Bob Smith and Texas Tech Brazilian students will entertain the South Plains during Brazil Day events.

**WHEN:** Sept. 17, 9 a.m.-4 p.m.

**WHERE:** Texas Tech University International Cultural Center, 601 Indiana Ave.

**EVENT:** The Texas Tech University International Center for Arid and Semiarid Land Studies will host an all-day event to celebrate Brazil Day.

All South Plains-area residents are invited to attend the event celebrating Brazilian culture.

Smith will speak from 12:15-12:45 p.m. about “Strategic Planning & Implementation to Advance TTU: A Focus on International Outreach.”

Attendees can expect musical performances from Brazilian students from 11:30 a.m.-noon. Light refreshments will be provided during the lunch hour.

Activities will also be available for students in kindergarten through 12<sup>th</sup> grade.

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

**CONTACT: Heather Bradley, admin business assistant, International Affairs, Texas Tech University, (806) 742-2218, or [heather.bradley@ttu.edu](mailto:heather.bradley@ttu.edu)**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 10, 2010

CONTACT: Kate Lepard, Katherine.lepard@ttu.edu  
(806) 742-2136

### Texas Tech Study Abroad Department Hosts 2010 Fall Study Abroad Fair

The Texas Tech Study Abroad Department of the Office of International Affairs will host its biannual Study Abroad Fair from 10 a.m.-4 p.m. Sept. 15 in the Croslin Room of the University Library.

The event will have 42 tables of exhibitors including Texas Tech faculty leaders from the summer study abroad programs and representatives of affiliate programs. Texas Tech students are invited to ask questions and gain information about the various study abroad opportunities.

"We believe it's important for students to have an international experience while they are at Texas Tech, and study abroad is the best way to do that," said Elizabeth McDaniel, unit coordinator. "We have a wide variety of programs for students to choose from, and we encourage them to see what opportunities are out there."

The staff of the study abroad department will partner with Texas Tech students who have previously studied abroad to answer any additional questions students might have.

Crosier said the study abroad program offers classes for students in almost every field of study. She said the event usually welcomes more than 1,000 students, and she hopes this year will be no exception.

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

**CONTACT: Sandra Crosier, director of study abroad, Office of International Affairs, Texas Tech University, (806) 742-3667, or sandra.crosier@ttu.edu**



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Sept. 10, 2010

CONTACT: Lori Cortez, lori.e.cortez@ttu.edu  
(806) 742-2136

### **Rawls College of Business Hosts Bank of America Finance Executive**

**WHAT:** Rawls College of Business Chief Executives' Roundtable Speaker Series

**WHEN:** 11:30 a.m. Thursday (Sept. 16)

**WHERE:** Merket Alumni Center, Tech Texas Campus, 17<sup>th</sup> Street and University Avenue

**EVENT:** Texas Tech University's Rawls College of Business will host Laura Whitley, the Bank of America Merrill Lynch Global Commercial Products Executive for Global Commercial Banking. Whitley is an alumna of the Rawls College of Business, where she earned her bachelor's degree in finance.

Whitley leads a team of 3,500 associates who provide debt, treasury and liquidity solutions to clients. She has acquired more than 25 years of experience in finance advising while holding leadership positions.

With her first decade of her career spent with Bank of America, she advised global companies in Europe, Asia and Canada on capital raising, corporate finance and mergers and acquisitions.

Whitley served as president of the Private Bank Central Region for five years then as commercial banking executive for the Central Region. Prior to her current role, she also served as the president of business banking.

In addition to leading Bank of America, she was featured in the U.S. News & World Report and Working Woman magazine. Whitley also was recognized as one of the 25 Most Influential Business Women and one of the Top 40 Under 40.

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

**CONTACT: Alice Oles, CER coordinator, Rawls College of Business Administration, Texas Tech University, (806) 742-3940, or [alice.oles@ttu.edu](mailto:alice.oles@ttu.edu).**

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TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Sept. 10, 2010

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

### Representatives from Vietnamese Oil and Gas Company Tour Texas Tech

WHAT: Tour of campus by representatives of Petrovietnam

WHEN: Friday (Sept. 10)

WHERE: Texas Tech University campus

EVENT: Media is invited to follow a tour by the deputy director general and other delegates from Petrovietnam as they meet with Texas Tech administrators and faculty.

The Vietnam Oil and Gas Corporation was created in May 1995 by the prime minister as a state-owned corporation, with its acronym as Petrovietnam for international transactions. The company has expanded its businesses in major heavy industrial fields such as exploration and production, refining, gas, petrochemical, marketing and trading, maritime and logistics and finance.

The Friday schedule for delegates follows:

9:40 a.m.–noon: Center for Energy and Commerce Presentation

- Location: Preston Smith Room, Southwest Collection/Special Collection Library

Noon–1:30 p.m.: Lunch hosted by Vietnam Center and Archive

- Location: TBD

1:45 p.m.– 4:45 p.m.: Department of Petroleum Engineering Presentation

- Location: Petroleum Engineering Building, room 121

Contact Steve Maxner, director of the Vietnam Center and Archive, to schedule interviews or for further information at (806) 773-8105

For more information on Petrovietnam, visit [www.pvn.vn](http://www.pvn.vn).

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

**Contact: Victoria Lovelady, communications coordinator, Vietnam Center and Archive, Texas Tech University, (806) 742-3742 or [victoria.lovelady@ttu.edu](mailto:victoria.lovelady@ttu.edu)**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept 13, 2010

CONTACT: Lori Cortez, [\(lori.e.cortez@ttu.edu\)](mailto:lori.e.cortez@ttu.edu)  
(806) 742-2136

### Texas Tech Ranks Among Top Schools for Skilled and Educated Graduates

Texas Tech University ranked 18 out of the top 25 schools in a survey conducted by The Wall Street Journal.

From the state of Texas, Texas Tech along with Texas A&M University were the only two schools to be ranked in the top 25. Texas Tech placed in ahead of schools such as Massachusetts Institute of Technology, University of Virginia and University of Notre Dame.

To conduct the survey, recruiters from nonprofit organizations, federal agencies and the nation's largest public and private companies identified how many new graduates they hired in the previous year and also weighted rankings of schools according to major. Out of 842 recruiters asked to participate, 479 recruiters responded to calculate schools' rankings for the best-trained and educated graduates to succeed once hired.

In addition, the final rankings were calculated using a point system. Those ratings were weighted by the reports from the companies on total graduates hired in the previous year.

In all, according to the recruiters, the list is comprised of the Top 25 schools that produce the best graduates in eight majors.

Texas Tech also ranks in the nation's Top 80 schools for engineering, according to U.S. News and World Report's 2011 college rankings.

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

**CONTACT: Chris Cook, Director of Communications, Office of Communications and Marketing, Texas Tech University, (806) 742-2136, or [chris.cook@ttu.edu](mailto:chris.cook@ttu.edu)**

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TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Sept. 13, 2010

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

### **Library Fair to Feature Smoothies, Swag and Demos**

WHAT: Library Services Fair

WHEN: 10 a.m.-3 p.m. Tuesday (Sept. 14)

WHERE: Croslin Room of the University Library

EVENT: The Library Services Fair will offer an interactive forum for patrons to ask questions, tour the building and see demonstrations about services provided, including electronic resources, personal librarians and free digital images.

The fair will feature breakout workshops, and information also will be provided on items available for checkout, including iPods, digital cameras, lighting kits, audiobooks, DVDs and more.

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

**CONTACT: Kimberly Vardeman, assistant librarian and event coordinator, University Library, Texas Tech University, (806) 742-2238 ext. 297, or [Kimberly.vardeman@ttu.edu](mailto:Kimberly.vardeman@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 14, 2010

CONTACT: Ioanna Makris, [\(806\) 742-2136](mailto:ioanna.makris@ttu.edu)

### Texas Tech Honored for Commitment to Diversity

For the second year, Texas Tech University received recognition for its commitment to diversity by Minority Access Inc. during its ninth National Role Models Conference in Las Vegas.

"The recent recognition by Minority Access Inc. as a model program of institutional diversity makes clarion clear that Texas Tech University is a national leader in issues of access, equity and excellence in higher education," said Juan Muñoz, vice president for institutional diversity, equity and community engagement, and vice provost for undergraduate education.

"This award, coupled with the recent launching of the National Registry of Diverse and Strategic Faculty, further attests to the leading-edge work being undertaken at Texas Tech to create a learning environment where all faculty, staff and students can truly be successful."

Through programs led by the Office of Institutional Diversity, the Cross Cultural Academic Advancement Center, the individual colleges and campus units, Texas Tech is making the necessary and coordinated investments to create a learning environment of the highest caliber, Muñoz said.

Minority Access Inc. is a non-profit educational organization that supports individuals, academic institutions, federal, state and local government agencies and various corporations to diversify campuses and work sites by improving the recruitment, retention and enhancement of minorities. The organization also provides technical assistance to minorities and minority-serving institutions in order to improve the higher educational, professional and managerial employment of minorities.

The organization cooperates with the Office of Minority Health of the United States Department of Health and Human Services and the National Institutes of Health to help close the health disparities gap between minorities and the general population.

**CONTACT: Juan Muñoz, vice president, Office of Institutional Diversity, Equity, & Community Engagement, and vice provost, undergraduate education, Texas Tech University, (806) 742-7025 or [juan.munoz@ttu.edu](mailto:juan.munoz@ttu.edu).**

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TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 14, 2010

CONTACT: Paul Ruiz, paul.ruiz@ttu.edu  
(806) 742-2369

### Texas Tech University to House Diversity Faculty Database

The Division of Institutional Diversity, Equity and Community Engagement at Texas Tech University proudly announces the transfer of the National Minority Faculty Identification Program (NMFIP) from Southwestern University in Georgetown, Texas.

First compiled in 1985-86, the NMFIP, which will be renamed the National Registry of Diverse & Strategic Faculty, has been a resource for thousands of faculty searches by colleges and universities seeking qualified and diverse candidates for tenure track faculty positions.

"We are thrilled to have this opportunity to be a resource for institutions of higher education across the country," said Juan Muñoz, vice president for institutional diversity, equity and community engagement.

"As the population of the United States becomes more diverse ethnically, culturally and economically, it is imperative that colleges and universities be proactive in hiring and promoting faculty who reflect the evolving diversity on college campuses. Texas Tech is proud to be a national leader in the promotion of inclusive excellence in faculty hiring. We are grateful to Southwestern University for founding this important program and providing valuable services to faculty candidates and subscribing institutions for more than 20 years."

To participate in the registry, the premier database of diverse and strategic faculty candidates sponsored by a major university, prospective and current faculty members can access the registry's website ([www.theregistry.ttu.edu](http://www.theregistry.ttu.edu)) at no cost and download their relevant educational and employment information. Participating member institutions have access to all candidate information posted on the website as soon as it is posted and can announce job openings.

**CONTACT: Paul Ruiz, director, Institutional Diversity, Texas Tech University, (806) 742-2369, or paul.ruiz@ttu.edu.**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 14, 2010

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

### **Colloquium Focuses on Counterterrorism Policy and Strategy**

National defense experts will discuss security policy and military strategy Wednesday and Thursday (Sept. 15 and 16) at a colloquium sponsored by Texas Tech University's Vietnam Center and Archive and Department of Political Science.

U.S. National Security Policy and Military Strategy: Understanding the Environment for Contemporary Warfare takes place at the Overton Hotel and Convention Center.

The event, focused on the challenges involved in combating global terrorism, also is sponsored by the Strategic Studies Institute at the U.S. Army War College.

Keynote speaker Lt. Gen. David W. Barno, with the Center for a New American Security, will speak at 7:30 p.m. Wednesday.

Barno commanded more than 20,000 U.S. and Coalition Forces in Combined Forces Command-Afghanistan as part of Operation Enduring Freedom. For 19 months, he was responsible to U.S. Central Command for regional efforts in Afghanistan, most of Pakistan and the southern parts of Uzbekistan and Tajikistan.

His duties involved coordination with the United States Department of State, the Government of Afghanistan, the United Nations, NATO International Security Assistance Force and the senior military leaders of many surrounding nations.

Panel discussions will cover topics including assessments of contemporary warfare, applying quantitative analytical tools to contemporary military challenges, understanding the environment for contemporary warfare, and challenges and precedents for international law on contemporary warfare.

For the full agenda, visit <http://www.vietnam.ttu.edu/events/counterterrorism/agenda.pdf>

The event is open to the public and you can find registration, agenda and hotel booking information at

<http://www.vietnam.ttu.edu/events/counterterrorism/>

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

**Contact: Stephen Maxner, director, Vietnam Center and Archive, Texas Tech University, (806) 773-8105 or steve.maxner@ttu.edu.**



# News Release

**FOR IMMEDIATE RELEASE**

DATE: Sept. 14, 2010

CONTACT: Chris Cook, chris.cook@ttu.edu  
(806) 742-2136**Economic Study Shows Texas Tech has \$1 Billion Impact on Lubbock****[EDITOR'S NOTE: Comments from Taylor Eighmy, vice president for research, and Lubbock Mayor Tom Martin: [http://www.youtube.com/watch?v=sz0pVI1\\_vsw](http://www.youtube.com/watch?v=sz0pVI1_vsw)]**

Texas Tech University helped sustain nearly 15,000 jobs and contributed \$1.26 billion to the economic pulse of Lubbock County, according to the Economic Impact of Texas Tech University study released today.

"As the area's largest employer, Texas Tech is proud to support nearly 15,000 jobs for the citizens of Lubbock County and contribute to the vitality of the city and surrounding areas," said Guy Bailey, Texas Tech president. "While we are fortunate to have the opportunity to support the local economy, we are equally fortunate that the community also invests in the university. We are proud of the partnership we have with Lubbock County and West Texas."

Employees of the university provided a \$612-million infusion on annual household earnings, 48 percent of the total economic impact. University students spent \$294 million locally, while 3,261 jobs held by students provided an \$80 million in household income.

"The updated study notes the impact of Texas Tech is more than \$1.25 billion and our strategic enrollment plan of increasing enrollment to 40,000 students by the year 2020 will significantly increase the economic growth of the Lubbock community," said Michael Shonrock, Texas Tech vice president for student affairs. "It is estimated that for every 1,000 new students, more than 100 new jobs will need to be created."

Research conducted by Texas Tech faculty injected the economy with \$155 million, \$69 million in household income and sustained 1,318 jobs.

"The impact of our growing research enterprise on these numbers is significant," said Taylor Eighmy, Texas Tech vice president for research. "Our research dollars received contribute to impact, jobs, and household income and we also have the benefit of potential impacts from intellectual property generated by our research."

The report, commissioned by Shonrock and Eighmy and prepared by Bradley Ewing, Rawls College of Business professor of operations management at Texas Tech, provides

estimates of the economic impact of Texas Tech on Lubbock County for 2009. The study represents only Texas Tech and does not include the Texas Tech University Health Sciences Center.

Ewing used an input-output model to do the study. The model looks at several factors to identify the demands for products and services in Lubbock County. The survey looks at the dollars spent in Lubbock and does not include spending outside the county. Ewing looked at three areas: how much the university spends, how much employees spend and how much students spend.

**CONTACT: Chris Cook, director of communications, Office of Communications and Marketing, Texas Tech University, (806) 742-2136 or chris.cook@ttu.edu.**



TEXAS TECH UNIVERSITY

**FOR IMMEDIATE RELEASE**

DATE: Sept. 14, 2010

CONTACT: Jaryn Jones, [\(jaryn.jones@ttu.edu\)](mailto:jaryn.jones@ttu.edu)  
(806) 742-2136

**Texas Tech Receives \$111,000 Scholarship Endowment**  
West Texas Agricultural Chemicals Institute to present gift

Texas Tech University's College of Agricultural Sciences and Natural Resources (CASNR) will receive \$111,000 in scholarship endowment from the West Texas Agricultural Chemicals Institute (WTACI) at the 58<sup>th</sup> WTACI Annual Chemical Conference Wednesday (Sept. 15).

Roger K. Haldenby, Plains Cotton Growers Inc. vice president of operations, said the endowment reflects the institute's support of education and research.

"Building the total endowment by WTACI to Texas Tech to \$111,000 is a continued commitment from the institute to enable students pursuing ag-related degrees to qualify for a substantial scholarship normally distributed at the annual Pig Roast," Haldenby said.

Three Texas Tech students, along with four other students currently pursuing degrees in agriculture, will receive scholarships of \$1000 at the conference. These students will also be recognized at CASNR's annual scholarship banquet, Pig Roast.

Jane Piercy, CASNR director of development, will be presented a check for \$111,000 representing the total endowment fund contributed by WTACI.

The conference will be held at noon in the Scottish Rite Learning Center Temple at 1101 70<sup>th</sup> St. in Lubbock.

WTACI was founded in 1953 and regularly awards scholarships to West Texas students majoring in agriculture programs. Recipients are chosen through an application process based on GPA, career goals and financial need.

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

**CONTACT: Jane Piercy, director of development and external relations, College of Agricultural Sciences and Natural Resources, Texas Tech University, (806) 742-2802 or [jane.piercy@ttu.edu](mailto:jane.piercy@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Sept. 16, 2010

CONTACT: Kate Lepard, [\(806\) 742-2136](mailto:Katherine.lepard@ttu.edu)

### Texas Tech Department of Political Science to Hold Constitution Day Panel

**WHAT:** Professors from the Texas Tech University Department of Political Science and the Texas Tech School of Law will discuss high-profile congressional issues to commemorate the anniversary of the adoption of the U.S. Constitution.

**WHEN:** 2 p.m., Friday (Sept. 17)

**WHERE:** Senate Room of the Student Union Building (SUB)

**EVENT:** The Texas Tech Department of Political Science will host a panel titled “The Clash of Elected Officials and Federal Courts over Policy Making in a Partisan Era” on the anniversary of the Sept. 17, 1787 adoption of the U.S. Constitution.

Panelists include Professor Arthur Loewy from the School of Law and Cynthia Rugeley, Mark McKenzie, David Lewis and Craig Goodman, all professors in the Department of Political Science.

The public is invited to attend the event where the panelists will discuss a wide array of high-profile issues debated in Congress and the federal courts during the last several years including: immigration, healthcare reform, same-sex marriage, climate change and the treatment of detainees captured during the War on Terror.

After each panelist offers brief remarks on these subjects as well as other emerging constitutional issues, the floor will be opened for discussion and questions. Pocket versions of the Constitution also will be available for attendees.

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

**CONTACT: Craig Goodman, assistant professor, Department of Political Science, Texas Tech University, (806) 742-4047, or [craig.goodman@ttu.edu](mailto:craig.goodman@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

**FOR IMMEDIATE RELEASE**

DATE: Sept. 16, 2010

CONTACT: Jaryn Jones, [\(jaryn.jones@ttu.edu\)](mailto:jaryn.jones@ttu.edu)  
(806) 742-2136

## Texas Tech Libraries Provide New Lynda.com Tutorials

Texas Tech University Libraries has expanded its Lynda.com database to allow students access to more than 40,000 online tutorials.

This online video-tutorial library allows users to learn about tools and techniques in business, digital media, design and development. Students learn at their own pace and can choose from tutorials featuring digital photography, web design, motion graphics and more.

Lynda.com is accessible throughout the library both on public computers and personal laptops, and is now available for use on the iPhone with no log-in necessary.

Software video tutorials are available for many programs including Adobe, Apple, Microsoft, Quark, Maya and JavaScript.

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

**CONTACT: Justin Daniel, unit manager, Texas Tech Libraries, Texas Tech University, (806) 742-2238, ext. 235 or [justin.daniel@ttu.edu](mailto:justin.daniel@ttu.edu).**



TEXAS TECH UNIVERSITY SYSTEM™

# News Release

## FOR IMMEDIATE RELEASE

DATE: September 17, 2010

CONTACT: Dailey Fuller, [\(dailey.fuller@ttu.edu\)](mailto:dailey.fuller@ttu.edu)  
(806) 742-0057

### Texas Tech University System Kicks Off \$1 Billion Fundraising Campaign

The Texas Tech University System today (Sept. 17) kicked off a \$1 billion fundraising campaign geared to ensuring the future of the system's three universities.

"Today, the Texas Tech University System is making a bold statement about where we want to be as an organization and how we're going to get there," said Kent Hance, Texas Tech University System chancellor. "With Vision & Tradition: The Campaign for Texas Tech, we are working to take our institutions to the next level by heightening our investments in the students and faculty who make our university system great."

Vision & Tradition: The Campaign for Texas Tech is co-chaired by Ed Whitacre, chairman of the board of General Motors Co. and Jerry Rawls, executive chairman of Finisar Corp.

"Texas Tech prepared me to be a leader in business and in my community. I am so grateful for the education I received and I know a lot of alumni who share that feeling," Whitacre said. "Supporting this campaign for Texas Tech was my way to give back and I know our alumni and supporters are ready to meet this challenge too."

"I am excited to help lead this historic fundraising effort, as it will help shape future generations of students," Rawls said. "The component institutions of the Texas Tech University System not only provide exceptional academics, but also promote the values necessary to develop leaders in today's global market."

The campaign's silent phase kicked off in 2007. More than \$600 million has been raised to date. The campaign encompasses all three institutions, Texas Tech University, Texas Tech University Health Sciences Center and Angelo State University.

Funds raised will go toward student scholarships, faculty endowments and facilities to ensure continued growth for each university.

Since 2007, when Hance became chancellor, the system has reported more than \$100 million in funds raised every year; and wise, conservative investing has led to endowment growth.

In 1996, when Texas Tech became a system, its endowment stood at \$60 million. In 2009, the last year for which numbers are available, the endowment was \$679 million, ranking Texas Tech 84<sup>th</sup> in the country out of the 842 institutions reporting to the National Association of College and University Business Officers.

-30-

**CONTACT: Kelly Overley, vice chancellor of institutional advancement, Texas Tech University System, (806) 742-1780.**

# News Release

**FOR IMMEDIATE RELEASE****DATE:** Sept. 20, 2010**CONTACT:** Leslie Cranford, [\(leslie.cranford@ttu.edu\)](mailto:leslie.cranford@ttu.edu)  
(806) 742-2136**Texas Tech Receives Large DOE Competitive Grant and Private Funding for Wind Power and Forecasting Research**

Mid-size turbines and wind forecasting draw research dollars.

Texas Tech University is included in a \$5.2 million grant from the U.S. Department of Energy to advance two areas of wind power research. The announcement was made Sept. 13 by U.S. Energy Secretary Steven Chu.

One project will improve short-term wind forecasting, which will accelerate the use of wind power in electricity transmission networks by allowing utilities and grid operators to more accurately forecast when and where electricity will be generated from wind power. Another project aims to boost the speed and scale of mid-size wind turbine technology development and deployment.

"This is a fabulous day for Texas Tech University and our wind energy researchers in engineering," said Taylor Eighmy, vice president for research. "Our new partnerships will be substantive as we work in the mid-sized turbine R&D space with General Dynamics SATCOM Technologies and Carter Wind. Equally importantly, we competed on the national stage for this award from the U.S. Department of Energy and we won the competition on the merits of our proposed work and the strength of our collaboration with our partners. We also will collaborate with AWS and NOAA on enhancing short term wind forecasting. This certainly is another excellent indicator for our future in wind energy innovation."

The short-term wind forecasting project, one of two, received \$2.15 million and is led by AWS Truepower. John Schroeder, director of Texas Tech's Wind Science and Engineering Research Center, is the lead investigator on the plan which targets a region of high wind energy use in Texas. The project will assess utility system benefits with the Electric Reliability Council of Texas, which manages an electric power system with the largest amount of wind power capacity in the United States. The Truepower project team also includes North Carolina State University, the University of Oklahoma, the National Renewable Energy Laboratory and consultants MESO Inc., and ICF International.

Texas Tech is the lead organization on one of three mid-size wind turbine development projects, which received the DOE award. Carter Wind and General Dynamics SATCOM Technologies are collaborators, with Stephen Ekwaro-Osire, an associate professor in the Department of Mechanical Engineering, the lead investigator. The project has a total budget of more than \$10 million and aims to adapt a turbine featuring two blades with plans to compete on cost with fossil

fuel power generation. Carter Wind Energy located in Wichita Falls, Texas, is an advanced wind turbine technology company that is focused on the mid-size wind turbine market. General Dynamics SATCOM Technologies brings to the collaboration its significant know-how in large engineered systems. In addition, SATCOM Technologies will provide manufacturing engineering, production tooling and manufacturing support at its Kilgore, Texas facility.

This award from the U.S. DOE follows on two other recent awards supporting wind energy research and development, an \$8.4 million award from the Texas Emerging Technology Fund and more than \$5 million from the National Institute for Renewable Energy (NIRE) to support turbine prototype R&D and certification.

#### **About NIRE**

NIRE, [www.thenire.org](http://www.thenire.org), is a not-for-profit, public-private collaboration committed to resolving the key scientific issues facing the renewable energy industry and to: build and operate renewable energy R&D facilities; operate an industry-wide renewable energy consortium and provide research and technology development services to industry partners in collaboration with universities and national laboratories.

For more information on the DOE's work in this area, see the [Wind & Water Power Program](#) Web page.

**CONTACT:** Leslie Cranford, senior editor, Texas Tech University, (806) 742-2136 or [leslie.cranford@ttu.edu](mailto:leslie.cranford@ttu.edu).



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 20, 2010

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

### Texas Tech Freshman to Compete in 2010 Chess Olympiad

A 19-year-old member of the Texas Tech University Knight Raiders chess team will compete against some of the world's best players at the 2010 Chess Olympiad that begins today and continues through Oct. 4 in Khanty-Mansiysk, Russia.

Freshman Grandmaster Andre Diamant, the 2008-09 Brazilian national chess champion, will join nearly 1,500 players representing many of the World Chess Federation's 171 national federations.

Diamant, who competed in Texas Tech's 2009 SPICE Cup International Invitational Tournament before attending the university as a student, is the first Knight Raider to compete in an olympiad.

"I think that Andre's inclusion in the Olympiad speaks volumes about the type of world-class talent we have been able to attract to Texas Tech and Lubbock," said Susan Polgar, coach of the Knight Raiders and director of the Susan Polgar Institute for Chess Excellence (SPICE).

Polgar will join Diamant in Khanty-Mansiysk to promote Texas Tech, SPICE and to recruit additional top talent. She also is the co-chair of FIDE Commission for Women's Chess and ambassador for Troms, Norway 2014 Chess Olympiad bid.

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

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



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 21, 2010

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

### **Texas Tech, Texas A&M Rank Among Top of WSJ Rankings of Skilled and Educated Graduates**

Texas Tech has Lowest Out-of-State Tuition Among the Prestigious Public Schools.

Texas Tech University produces some of the nation's best college graduates according to a survey by The Wall Street Journal.

At 2 and 18 respectively, Texas A&M University and Texas Tech were the only two Texas universities in the list of 25 – ranking ahead of schools like the Massachusetts Institute of Technology, Notre Dame University, the University of Virginia and the University of Southern California.

The cost of attending Texas Tech or Texas A&M is also much less than most of the other schools on the list. Texas Tech's in-state tuition of \$8,260 is the fifth-lowest, while Texas Tech's out-of-state tuition cost is the lowest among all the listed public universities.

Recruiters from the nation's largest public and private companies, nonprofit organizations and federal agencies helped the WSJ determine the best-trained and educated graduates in eight majors based upon employee success after being hired.

The newspaper reports that "state universities have become the favorite of companies recruiting new hires because their big student populations and focus on teaching practical skills gives the companies more bang for their recruiting buck ... Recruiters say that graduates of top public universities are often among the most-prepared and well-rounded academically, and companies have found they fit well into their corporate cultures and over time have the best track record in their firms."

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

**CONTACT: Chris Cook, director, Office of Communications and Marketing, Texas Tech University, (806) 742-2136, or [chris.cook@ttu.edu](mailto:chris.cook@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 22, 2010

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

### **Texas Tech Researcher: New ‘Salem Witch Trials’ Book Describes Society’s Changed Meaning of Iconic Story**

Today, the Salem witch trials stand for bad government leaders overstepping boundaries, McCarthyism and Arthur Miller’s “The Crucible,” but a Texas Tech University historian says the story hasn’t always had the same meaning throughout history.

Since the trials in 1692, the Salem story always has been a major historical story for Americans to learn, said Gretchen Adams, an associate professor of history.

In her new book “The Spectre of Salem: Remembering the Witch Trials in 19<sup>th</sup> Century America” she discusses how the metaphor’s use in political rhetoric and meaning to Americans in the 1800s differs from how most people view the story today.

The book was published this September in paperback by the University of Chicago Press.

“We think of the Salem witch trials now as a story of poor leadership and abuse of the government’s investigative powers,” Adams said. “In the 19<sup>th</sup> century, people thought of it as a tale of mass hysteria and going back to the ways of the Old World.”

“It was a surprise to me,” she said. “I didn’t expect to find this when I got into it.”

Though also used against Catholics and Mormons during the 19<sup>th</sup> century, the most important rhetorical use of the Salem witch trials was during the Civil War. When railing against Massachusetts abolitionist Rep. Horace Mann, Rep. Henry Bedinger of Virginia countered back that someone from a state such as Massachusetts had no moral high ground to call slavery a form of barbarism considering the fact that Massachusetts government officials burned witches at the stake.

None of those found guilty of witchcraft in the U.S. were ever burned at the stake, she said. But even today, some people associate witch burnings with the trials.

“Back then, the story was about excessive public emotion and the potential of a political movement that might overthrow the government,” Adams said. “It was about, ‘you go back to these Old-World, hysterical practices, and you’ll risk the republic.’ It’s a history of meanings and how we create national symbols to support things or to fight against things.”

Following the conclusion of the war, the rhetoric changed to try and connect the South and North again. Instead of differences, politicians stressed commonalities such as the importance of Jamestown and the importance of the pilgrims to settling the United States as a whole.

By the 1920s, she said, Prohibition, the first Red Scare and anti-Catholic and anti-Semitic sentiments changed the story to become a moral of how bad leadership could abuse government authority to carry out egregious behavior.

People began focusing on the leadership in the story, such as Cotton Mather and Rev. Samuel Parris, and put more blame on their hand in the tragedy.

It again became important in their 1950s in the days of McCarthy and the House Un-American Activities Committee.

"The cast of characters changes, but the Salem witchcraft symbolism rolls on through," she said.

**CONTACT: Gretchen Adams, associate professor, Department of History, Texas Tech University, (806) 392-2305, or [gretchen.adams@ttu.edu](mailto:gretchen.adams@ttu.edu)**



TEXAS TECH UNIVERSITY

# Advisory

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 22, 2010

CONTACT: Chris Cook, [\(chris.cook@ttu.edu\)](mailto:chris.cook@ttu.edu)  
(806) 742-2136

### **Texas Tech Leaders Outline Priorities for Academic Year**

WHAT: Fall Faculty Meeting

WHEN: 3:30 p.m. Wednesday (Sept. 22)

WHERE: Human Sciences Building, room 169

EVENT: Texas Tech System Chancellor Kent Hance and Texas Tech Provost Bob Smith will outline priorities for the new academic year.

The public is invited to attend.

CONTACT: Chris Cook, director of communications, Office of Communications and Marketing, (806) 742-2136 or [chris.cook@ttu.edu](mailto:chris.cook@ttu.edu).



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 23, 2010

CONTACT: Kate Lepard, [\(Katherine.lepard@ttu.edu\)](mailto:Katherine.lepard@ttu.edu)  
(806) 742-2136

### Texas Tech PEGASUS Program Receives Grant for First Generation College Students

After nine years of providing support services to first-generation college students, the Texas Tech University PEGASUS Program was selected from several competitive applicants to receive a \$74,800 grant.

The grant, which was one of 50 awards selected out of a pool of 359 applicants, was approved by the TG Public Benefit Program's board of directors. The grant money will be used to support first-generation college students through academic advising, mentoring and outreach programming.

A new component of the program is the residential learning community, created in partnership with university housing. The funding will be used to support additional mentoring in the learning community environment with the ultimate goal of raising students' GPAs and increasing persistence.

Approximately \$30,000 of TG funding will support need-based aid for 60 students participating in the program.

The PEGASUS Program's ultimate goal is to help first-generation college students find success in higher education with long-term potential impact. The receipt of this grant will provide many opportunities during 2010-2011.

"Receipt of this grant strengthens our position nationally as a premier first generation college student program," said Jodi Gonzalez, unit assistant director for the Office of the Provost. "This will hopefully lead to additional outside funding and growth of the program here at Texas Tech."

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

**CONTACT: Jodi Gonzalez, unit assistant director, Office of the Provost, Texas Tech University, (806) 742-2189 or [jodi.gonzalez@ttu.edu](mailto:jodi.gonzalez@ttu.edu)**



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# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 23, 2010

CONTACT: Dailey Fuller, [\(dailey.fuller@ttu.edu\)](mailto:dailey.fuller@ttu.edu)  
(806) 742-0057

### **Texas Tech System to Spur Commercial Development with \$1 Million Grant Program**

Office of Technology Commercialization to Administer New Program

The Texas Tech University System (TTUS) has announced the establishment of a \$1 million grant program to provide its researchers with development funding for ‘market-ready’ technologies as a way to expedite inventions in the early stages of commercial development.

The commercial development grants were created based on the recommendations of a university study which explored best practices in commercial technology development among some of the nation’s top research universities. The three-year program is being funded by the Offices of Vice President of Research at Texas Tech University and the Texas Tech University Health Sciences Center.

“This program provides a focused effort that will help identify technologies and fund commercial development for some of our best research,” said David L. Miller, vice chancellor for technology commercialization. “We believe that a small push in the form of a commercial development grant will accelerate development of early-stage technologies and help move them to market more quickly.”

Individual researchers at TTUS institutions can receive grants of up to \$50,000 for the commercial development of discoveries made as a part of their campus research activities. The early-stage investment in the technologies will help researchers attract the interest of private investors, venture capitalists and state and federal agencies.

The grant program will be administered on a quarterly basis through the TTUS Office of Technology Commercialization, and a process will be implemented to review proposals and make grant recommendations based on the commercial potential of the technology. The funds can be used for non-faculty personnel, equipment, supplies, business plan development and, in some circumstances, patent costs.

The TTUS Office of Technology Commercialization works with university researchers to bring their discoveries and inventions to the marketplace. The office also works to protect the intellectual property developed through university research and brings it to the public through licensing agreements and the creation of start-up companies.

For more information, visit [www.texastech.edu/otc](http://www.texastech.edu/otc).



TEXAS TECH UNIVERSITY SYSTEM™

**CONTACT: David L. Miller, vice chancellor of technology commercialization, Texas Tech University System, (806) 742-4105.**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 23, 2010

CONTACT: Kristina Woods Butler, [\(kristina.w.butler@ttu.edu\)](mailto:kristina.w.butler@ttu.edu)  
(806) 742-2136

### Vice President for Research Launches Social Media Efforts

The Office of the Vice President for Research (OVPR) announces the launch of new communications efforts on Twitter, Facebook and YouTube, in order to build and better connect with the research community.

"Social media is an excellent way to promote, recruit and engage our undergraduate and graduate researchers, faculty and prospective students as well as our external partners," said Taylor Eighmy, vice president for research. "We hope by participating in social media efforts, we will be able to open the communication lines within the research community and bring its members closer together."

The Texas Tech research [Facebook page](#) features information on events related to university research and links to the latest stories and developments, as well as research photos and videos. With a more community-oriented structure, Facebook is a way to engage both internal and external audiences and inform them of the latest developments in research.

The latest trending topics can also be tracked in 140 characters or less with [Twitter](#). The TTU research Twitter account is another way for faculty and followers to stay informed and connected with the TTU community and other researchers around the world.

In a joint effort with the Office of the Provost, the OVPR has created a [YouTube channel](#) specifically for academic- and research-related videos. This channel includes integrated scholar interviews, research videos and academic speeches and announcements, as well as videos for university partners through the Office of Technology Commercialization.

The OVPR also contribute content to the university's other social media outlets, including photos on Flickr, videos and podcasts on iTunes U, and more research news on TTUmobile. Find these and more university social media at [TTYou](#).

#### Social Media Links:

Facebook - <http://www.facebook.com/pages/Lubbock-TX/Texas-Tech-Research/338556200382?ref=ts>

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**Twitter - <http://twitter.com/tturesearch>**

**YouTube - <http://www.youtube.com/ttuacademicsresearch>**

**TTYou - <http://www.depts.ttu.edu/communications/you/>**

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

**CONTACT: Kristina Butler, senior editor for research communications, Office of Communications & Marketing, Texas Tech University, (806) 742-2136, or [kristina.w.butler@ttu.edu](mailto:kristina.w.butler@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 24, 2010

CONTACT: Jessicca Daigle Martin, jessicca.martin@ttu.edu  
(806) 742-4108

### Bird-Dog Training Demo Highlights Quail-Tech Field Day at 6666 Ranch

Producers squeezed by declining quail populations can see innovative quail management techniques along with a bird-dog training demonstration during an Oct. 23 field day at the legendary 6666 Ranch near Guthrie.

The event is hosted by the Quail-Tech Alliance, a partnership between Texas Tech University's natural resources management department and Quail First, a Dallas-based non-profit quail conservation organization.

"Because the issues concerning quail are so complex, we'll have numerous speakers examining multiple topics concerning quail," said Brad Dabbert, an associate professor in Texas Tech's Department of Natural Resources Management.

Officials note that there is no cost for attending the day's programs, but participants must register for the event prior to Oct. 15. The program kicks off with an information packet pick-up at 8 a.m. at the Guthrie Consolidated School Auditorium, located at 301 Jaguar Lane.

The morning session then moves to the 6666 Ranch with nationally-recognized dog trainer Ronnie Smith of Big Cabin, Okla., who will provide a bird-dog training demonstration. The 6666 Ranch is part of the Burnett Ranches and encompasses 275,000 acres near Panhandle and Guthrie.

During the field day Steven Presley, an associate professor of environmental toxicology with Texas Tech's Institute of Environmental and Human Health, will provide updates on potential disease threats affecting quail. Phillip Johnson, a professor with Texas Tech's Department of Agricultural and Applied Economics, will discuss the influence of quail hunting leases on ranch and rural economies.

Dabbert will outline the recent activities surrounding the Quail-Tech Alliance program and its specific research projects. These include studies on supplemental feeding, food habits and habitat management, and the importance of harvest management. Other highlights feature a discussion of quail census techniques, along with a demonstration of how quail survival and movement is monitored in the wild using technology.

Following a chuck wagon barbecue luncheon, participants will tour the 6666 Ranch's quail conservation projects. These include quail management techniques such as disking, brush management and grazing. Other areas of interest are alternative supplemental feeding methods and a hands-on demonstration of equipment used in the program's radio-telemetry studies, Dabbert said.

Three years ago, the National Audubon Society listed the Northern Bobwhite Quail as the No. 1 common bird in decline. From 1967 to 2007, the bird's population decreased from 31 million to 5.5 million.

"They're declining everywhere, but quail numbers are higher here in the Rolling Plains than other parts of the country," Dabbert said.

Finding reasons for the overall declining quail population and strategies to reverse the trend was the impetus behind the Quail-Tech Alliance Research Initiative. As part of the project Texas Tech is partnering with some of state's storied ranches and smaller rural properties on the project. Launched in January 2010, it is expected to encompass 22 million acres in a 44-county area in west central and northwest Texas.

For more on the Quail-Tech Alliance project, click <http://www.quail-tech.org/>

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

**CONTACT: Brad Dabbert, associate professor, Department of Natural Resources Management, Texas Tech University, (806) 742-2842 or brad.dabbert@ttu.edu**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 24, 2010

CONTACT: Michele Moskos, [\(michele.moskos@ttu.edu\)](mailto:michele.moskos@ttu.edu)  
(806) 742-7202 ext. 276

### Texas Tech University Offers Online Education Doctorate in Higher Education

Beginning in spring 2011, Texas Tech University's College of Education will offer an online Education Doctorate in Higher Education with a concentration in community college administration.

This groundbreaking degree program is unique to Texas public universities because it is the only program of its kind to be offered predominantly online.

The coursework required to complete the 96 credit-hour degree program is offered during the span of five years, with spring 2011 being the first opportunity to begin classes. The second will not begin until fall 2012.

"Texas community colleges are in need of highly trained professionals to fulfill leadership roles," said Stephanie Jones, assistant professor and a coordinator for the program. "This degree program will change lives, enhance careers and strengthen Texas community colleges because it affords professionals the opportunity to pursue an education and career simultaneously."

The majority of the coursework is available online, but students are required to attend an annual on-campus meeting during the Summer I session for each of the first three years of the program.

Applicants are required to hold a bachelor's degree, a master's degree and have at least five years of experience in higher education. Preference will be shown to applicants who are currently employed full-time at a community college and plan to serve in the state of Texas.

Interested individuals can learn more about the program, additional admission criteria and required application steps at [www.de.ttu.edu](http://www.de.ttu.edu). Students are encouraged to apply before Nov. 1, 2010.

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

**CONTACT: Michele Moskos, marketing director, University College, Texas Tech University, (806) 742-7202 ext. 276 or [michele.moskos@ttu.edu](mailto:michele.moskos@ttu.edu)**



TEXAS TECH UNIVERSITY

Office of Communications and Marketing

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TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 25, 2010

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

### Texas Tech to Host Society of Environmental Journalists in 2012

Texas Tech University recently signed an agreement with the Society of Environmental Journalists to host the society's 2012 annual conference.

The event will run Oct. 3-7, 2012, and approximately 700 journalists from across the United States will attend the event.

"The fact that Texas Tech is hosting such a prestigious conference is a testament to the kind of university we are becoming," said President Guy Bailey. "Not only is it a great opportunity for Texas Tech and West Texas to showcase what we do here, but also it will have a positive economic impact on our region as these reporters are learning about us. We are proud to host such a venerable group – especially in light of the current environmental issues Texas Tech is investigating with regard to the oil spill in the gulf."

Bringing the conference to Lubbock was the idea of Ron Kendall, director for The Institute of Environmental and Human Health. After reading about a recent SEJ conference held at his alma mater, Virginia Tech, he became intrigued with the possibilities of hosting a meeting at Texas Tech.

"I found out the previous two meetings were at Stanford and The University of Wisconsin at Madison – both of which are top-tier universities," Kendall said. "Last January, we invited the board of directors to come to Texas Tech to talk with us and see the facilities. The board members had excellent interaction with faculty, staff and the community. Now we have entered into an agreement to host the 2012 meeting in Lubbock."

"This is a huge coup for Lubbock to bring this kind of organization in so that we can interact and establish relationships with its members. After this, we'll have extraordinary outlets with which to communicate about our community and university initiatives."

SEJ's annual conference brings together hundreds of journalists, scientists, educators, government officials, environmental advocates, business representatives and other leaders to explore the many facets of environmental stories, said Beth Parke, executive director of the society. The goal of the conference is to help journalists working in all forms of media to improve the quality and accuracy of environmental news reporting.

Each conference presents an opportunity to meet with other journalists, sit in on training, writing and computer workshops and attend panel sessions where current issues are debated by experts, policy-makers and experienced reporters from all types of media.

The annual conference also takes journalists out into the field, with full-day or half-day tours to environmental hotspots where issues may be explored on-site with experts on hand to present all sides and answer questions.

"The SEJ community is eager to explore environment-related issues of the High Plains region open to direct exploration in and around Lubbock," Parke said. "Our comprehensive agenda — with full-day tours, sessions and special events — will be enriched by the expertise of Texas Tech's distinguished faculty. We are especially interested in the work of The Institute of Environmental and Human Health, so relevant to environmental contamination, wildlife toxicology and biodiversity issues. I have no doubt that sessions on these topics in Lubbock will be quite compelling and enlightening, informed by two years of ecosystems studies in the Gulf Coast region."

Parke said the SEJ board has appointed Randy Lee Loftis, environmental writer for the Dallas Morning News, as SEJ's 2012 conference chairman. He will immediately begin planning the 2012 program.

The Society of Environmental Journalists is the only U.S.-based membership organization of working journalists dedicated to improvements in environmental reporting.

SEJ programs are designed to build a stronger, better-educated, and more closely connected network of professional journalists and editors who cover the environment and environment-related issues. SEJ's primary goal is to advance public understanding of critically important environmental issues through more and better environmental journalism.

**CONTACT:** Ronald Kendall, director, **The Institute of Environmental and Human Health, Texas Tech University**, (806) 885-4567, or [ron.kendall@tiehh.ttu.edu](mailto:ron.kendall@tiehh.ttu.edu); Beth Parke, executive director, **Society of Environmental Journalists**, (215) 884-8174 or [bparke@sej.org](mailto:bparke@sej.org).



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 27, 2010

CONTACT: Tricia Earl, [\(patricia.a.earl@ttu.edu\)](mailto:patricia.a.earl@ttu.edu)  
(806) 742-4335

### Texas Tech Women's Studies Program Presents Feminist Forums

Texas Tech University's Women's Studies Program will host two forums this semester which will provide a place for discussion and promote the creation of a thread of communication focusing on gender equality.

The first forum, "Methods of Advocacy & Activism," will be held from 6-7 p.m. Sept. 27 in Holden Hall Room 6. The goal of this forum is to generate ideas on how to start and maintain communication and activism while learning how others communicate their experiences through advocacy in the community.

Individuals can discover how to discover personal motivation through their own experiences while mobilizing larger groups. The first forum offers an opportunity to hear feminist voices speak on how one person's dedication to a cause or issue can become another person's reason to act on behalf of that cause.

The second forum, "Collective Identity within Social Movements," will be held from 6-8 p.m. Oct. 4 in Holden Hall Room 6. This forum will address how the history of the women's movement and the LGBT (Lesbian, Gay, Bisexual and Transgender) Civil Rights movement intertwine and construct multiple voices with the common goal of gaining equality.

Attendees will view the documentary "Mom's Apple Pie: The Heart of the Lesbian Mothers' Custody Movement." The film, narrated by Kate Clinton, interviews sons and daughters who were separated from their mothers, the mothers themselves and one woman who made the difficult decision to flee with her children.

Founders of the Lesbian Rights Project (now the National Center for Lesbian Rights) and the Lesbian Mothers' National Defense Fund recount the founding of their organizations in response to the many court rulings which granted custody to other relatives based on the belief that lesbians would be unfit parents.

The forum is free and open to the public. "Proof of attendance" forms will be provided for faculty using this event as extra credit or part of their course curriculum. For more information on the event, visit [www.depts.ttu.edu/wstudies](http://www.depts.ttu.edu/wstudies).

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



TEXAS TECH UNIVERSITY

**CONTACT: Tricia Earl, coordinator, Women's Studies Program, Texas Tech University, (806) 742-4335 ext. 278 or patricia.a.earl@ttu.edu**



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Sept. 27, 2010

CONTACT: Tricia Earl, [\(patricia.a.earl@ttu.edu\)](mailto:patricia.a.earl@ttu.edu)  
(806) 742-4335

### Texas Tech Women's Studies Program Presents a Forum on Feminist Advocacy

WHAT: "Feminist Forum: Collective Identity within Social Movements"

WHEN: 6-7 p.m. today (Sept. 27)

WHERE: Texas Tech University, Holden Hall Room 6, Akron Avenue and Main Street

EVENT: Texas Tech University's Women's Studies Program presents a feminist forum titled "Methods of Advocacy & Activism." The forum provides a place for discussion, creating a thread of communication focusing on gender equality.

The goal of this forum is to generate ideas on how to start and maintain communication and activism while learning how others communicate their experiences through advocacy in the community.

Individuals can discover how to discover personal motivation through their own experiences while mobilizing larger groups. The first forum offers an opportunity to hear feminist voices speak on how one person's dedication to a cause or issue can become another person's reason to act on behalf of that cause.

The forum is free and open to the public. "Proof of attendance" forms will be provided for faculty using this event as extra credit or part of their course curriculum. For more information on the event, visit [www.depts.ttu.edu/wstudies](http://www.depts.ttu.edu/wstudies).

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

**CONTACT: Tricia Earl, coordinator, Women's Studies Program, Texas Tech University, (806) 742-4335 ext. 278 or [patricia.a.earl@ttu.edu](mailto:patricia.a.earl@ttu.edu)**



TEXAS TECH UNIVERSITY

Office of Communications and Marketing

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TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 27, 2010

CONTACT: Chris Cook, chris.cook@ttu.edu  
(806) 742-2136

### Texas Tech Sets Consecutive Enrollment Record

Texas Tech University surpassed previous enrollment records for the second straight year, eclipsing 31,000 students for the first time. Final enrollment for fall 2010 is 31,637 – an increase of 1,588 from the previous record set last fall.

“Texas Tech once again is the choice for higher education for a record number of students, and I am excited about the direction we are headed,” said Guy Bailey, Texas Tech president. “Texas Tech provides an exemplary education which allows students to pursue careers that will benefit our state and country.”

Texas Tech’s previous record of 30,049 last year marked the first time enrollment figures topped the 30,000 mark. The university also set a record this year for freshman enrollment with 4,860, surpassing the previous record of 4,586, also in fall 2009.

“Texas Tech is working hard to reach 40,000 students by the year 2020, and this progress shows our goal is well within reach,” said Kent Hance, Texas Tech System chancellor. “President Bailey has done an outstanding job increasing our enrollment numbers across the board, achieving our largest freshman class to date while improving our student diversity.”

There are increases in both undergraduate and graduate enrollment. Graduate enrollment continues to set records with 5,505 students enrolled, up from 5,176 for the fall 2009 semester. The Graduate School has grown every fall semester since 2003. Undergraduate enrollment is 25,462, up from 24,236 in the fall 2009 semester.

“Our graduates are among the most sought-after by businesses across the nation, as evidenced by Texas Tech’s inclusion in the Wall Street Journal’s top 25 producers of college graduates as rated by recruiters,” Bailey added. The university ranked 18<sup>th</sup> in the publication’s survey of 800 companies and corporations.

Other enrollment increases from fall 2010 include:

- Transfer enrollment is 2,451 students, up from 2,437
- Overall Hispanic enrollment is 4,731, up from 4,030

- Overall African American enrollment is 1,417, up from 1,303
- Undergraduate credit hours increased 4.4 percent, while graduate credit hours increased nearly 6.4 percent
- Overall, credit hours increased 4.8 percent

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**CONTACT: Chris Cook, director of communications, Office of Communications and Marketing, Texas Tech University, (806) 742-2136 or chris.cook@ttu.edu.**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 28, 2010

CONTACT: Chris Cook, chris.cook@ttu.edu  
(806) 742-2136

### Texas Tech Statement on UT Shooting

We here at Texas Tech will keep the UT family in our thoughts and our prayers following the traumatic events of this morning. I know that the UT campus community will find the strength and wisdom to face the challenges of the coming days.

Guy Bailey  
President  
Texas Tech University

### Texas Tech University System Statement on UT Shooting

As friends of the University of Texas, both in higher education and as fellow Texans, we are all concerned for the safety and well-being of those impacted by today's tragic events. We extend our greatest sympathy and support to the UT family during this difficult time.

Kent Hance  
Chancellor  
Texas Tech University System



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 29, 2010

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

### Texas Tech Law School Rises in Ranks of Top 20 Best Value Law Schools

Texas Tech University's School of Law is ranked 17th 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.

Of Texas' nine law schools, Texas Tech School of Law was the only one ranked in the top 20 nationally, and its ranking is up two from its 2009 ranking of 19.

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.

Susan Fortney, interim dean of the law school, said that it is gratifying that the preeminent pre-law magazine recognized something that Texas Tech graduates know – that the school provides an outstanding legal education at a reasonable cost.

"This is particularly noteworthy for students who are looking for quality based on outcome measures," Fortney said. "Because our students graduate with less indebtedness than students at many other law schools, our students have far more employment options including going into public interest and public service positions."

The magazines mention that the Top 20 schools on its Best Value list stress their hard work to help graduates find jobs and offer strong career services programs. Reportedly, smaller schools can do a better job on placement.

Fortney said that the law school's career placement personnel work closely with students in helping them find positions that are a good fit.

"We also have a strong required curriculum. As a result our students are well-prepared for the bar, but more importantly, for the practice of law. The required curriculum also helps Texas Tech students earn a high bar passage rate," Fortney said. "For the last two administrations of the bar exam, Texas Tech students obtained the highest pass rate among the nine Texas law schools."

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

**CONTACT: Casey Carson, director of alumni relations, Texas Tech University School of Law, (806) 742-3990 ext. 315, or [casey.carson@ttu.edu](mailto:casey.carson@ttu.edu).**

Office of Communications and Marketing

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TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Sept. 29, 2010

CONTACT: Jaryn Jones, [\(jaryn.jones@ttu.edu\)](mailto:jaryn.jones@ttu.edu)  
(806) 742-2136

### **TTU Library to Honor Faculty Achievements with 26<sup>th</sup> Annual Exhibit**

Texas Tech University Libraries will hold the 26<sup>th</sup> Annual Faculty Academic Contributions Exhibit (FACE) Oct. 6.

The reception and exhibit will showcase faculty accomplishments and include interactive demonstrations by featured researchers, as well as presentations from fashion design and theatre faculty. More than 100 entries from faculty campus wide will be on display.

This year's theme, Seeds of Knowledge, celebrates Texas Tech's faculty sharing their wisdom and accomplishments as colleagues, researchers, professors and mentors.

The opening presentation will begin at 2:30 p.m. in Room 309, and the exhibit and reception will be held until 4 p.m. in the Croslin Room of the University Library. All students, faculty and staff are invited to attend.

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

**CONTACT: Julie Toland Barnett, assistant director, Communications and Marketing for Texas Tech Libraries, (806) 742-2238 ext. 260 or [julie.toland@ttu.edu](mailto:julie.toland@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Sept. 30, 2010

CONTACT: Lori Cortez, lori.e.cortez@ttu.edu  
(806) 742-2136

### Texas Tech's Rawls College of Business Professor Returns to Her Roots

Private donation opens new doors for research.

Brain activity, oxygen, and optical imaging are terms someone might expect to hear in a science building, not a business college, but Texas Tech University's Rawls College of Business marketing department has brought a new meaning to its research through these words.

Shannon Rinaldo, assistant professor of marketing at the Rawls College of Business, received a \$55,000 grant to fund the new Physiological and Neural Imaging Laboratory (PANIL).

In addition to the lab, a new device on the market, fNIR, was purchased fully with the grant. This device allows functional near-infrared imaging at the frontal lobes to measure oxygen level changes. Rinaldo said the device produces different results, unlike the past research where individuals were asked in a survey how they felt about a certain product or logo.

"We can give people decision tasks or emotional tasks, and actually see where in the brain the activation is occurring," Rinaldo said.

According to BIOPAC, the manufacturer of fNIR, the equipment allows researchers to quantitatively assess brain functions- such as attention, memory, planning, and problem solving- while individuals perform cognitive tasks.

Rinaldo explained the research allows her and her colleagues the opportunity to see whether people are really experiencing anxiety, nervousness or fear when viewing different marketing stimuli such as advertisements or commercials.

"The beautiful thing about this equipment is we have one computer that can present stimuli, so a commercial or a logo, and while those stimuli are being flashed on the screen the other computer is measuring those physiological responses," Rinaldo said.

With a background in physiological research, Rinaldo believes her education will enable her to expand the quality of her research, as well as the research of graduate students and colleagues. She also said the new equipment enables experimental research only a few universities in the nation have the opportunity to conduct.

"I think it can go a long way for recruiting new faculty, recruiting new graduate students, and it lays the foundation for future grant applications and grant money," Rinaldo said.

Rinaldo said new opportunities will present themselves as Texas Tech works its way into becoming a Tier One status university.

"As we move into Tier One status and move further into the research realm, I believe we will see a lot more collaboration across campus and across universities in this area," she said.

The planned research projects are at the beginning stages and the lab will eventually move to a new location when the new Rawls College of Business building is finished.

Rinaldo expects one of the projects to be launched by the spring semester and another one soon after.

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

**CONTACT: Debra A. Laverie, senior associate dean, Rawls College of Business, Texas Tech University, (806) 742-3953 or [debbie.laverie@ttu.edu](mailto:debbie.laverie@ttu.edu).**