

| TABLE OF CONTENTS | | |
|-------------------|---|---------------------|
| AUGUST | | |
| Date | News Release | Writer |
| 08/01/14 | Texas Tech Unveils New Food Truck | K'Leigh Bedingfield |
| 08/01/14 | Texas Tech Set to Host 15th Annual Back to School Fiesta | K'Leigh Bedingfield |
| 08/01/14 | Texas Tech Chess Team Members to Compete at World Chess Olympiad | Jourdan Scruggs |
| 08/01/14 | Officials, Alumni Celebrate Texas Tech in El Paso | Zoe Bell |
| | | |
| 08/04/14 | On the Move: Texas Tech Unveils New One-of-a-Kind Food Truck | K'Leigh Bedingfield |
| 08/04/14 | Summer Commencement Ceremonies Set for Saturday | Karin Slyker |
| | | |
| 08/05/14 | Ribbon Cutting Scheduled for West Village Housing Complex - advisory | Jaryn Kilmer |
| | | |
| 08/07/14 | TTU System Budgets Approved for FY2015 | Jaryn Kilmer |
| 08/07/14 | Texas Tech Celebrates New Student Housing Complex | Jaryn Kilmer |
| 08/07/14 | Texas Tech Horn Professor Receives 2014-15 Fulbright-Nehru Academic and Professional Excellence Award | John Davis |
| 08/07/14 | Texas Tech Announces Summer Commencement Schedule | Karin Slyker |
| 08/07/14 | Texas Tech Co-Hosts Hydraulic Fracturing Conference - advisory | John Davis |
| 08/07/14 | 15th Annual Back to School Fiesta Returns - advisory | K'Leigh Bedingfield |
| | | |
| 08/08/14 | Keynote Speakers Named for Texas Tech Bank School | George Watson |
| 08/08/14 | Texas Tech's Department of Communication Studies Moving to College of Media and Communications | John Davis |
| 08/08/14 | Texas Tech Students Walk in Summer Commencement Ceremonies | Karin Slyker |
| | | |
| 08/11/14 | Texas Tech's Sigma Delta Pi Earns National Recognition | Zoe Bell |
| | | |
| 08/12/14 | Texas Tech University ISD Named One of Nation's Best | K'Leigh Bedingfield |
| | | |
| 08/13/14 | Texas Tech Wind Researchers Release Findings on Failed Shelter Door Hit by Arkansas Tornado | John Davis |
| | | |
| 08/14/14 | Texas Tech Fiber and Biopolymer Research Institute Lands Large Grant | George Watson |
| 08/14/14 | Texas Tech Researchers Believe Blood-Sucking Parasitic Eyeworm a Culprit to 2010 Quail Decline | John Davis |
| 08/14/14 | Texas Tech Announces New Wind Energy Graduate Credential Program | Mashairi Halifu |
| | | |
| 08/15/14 | Texas Tech Students to Partake in Fall 2014 Residence Hall Move-In Advisory | Patrick Gonzales |

| TABLE OF CONTENTS | | |
|-------------------|--|---------------------|
| AUGUST | | |
| Date | News Release | Writer |
| 08/15/14 | Texas Tech Announces New Wind Energy Graduate-Level Credential Program | Mahsairi Halifu |
| 08/18/14 | Texas Tech Professor Earns Top Honor from Mortar Board | George Watson |
| 08/18/14 | Texas Tech's STEM-CORE Program Announces 21 Newly Named Affiliate Faculty | John Davis |
| 08/18/14 | Texas Tech Hosts Red Raider Palapalooza | Zoe Bell |
| 08/19/14 | Texas Tech Professor Co-Authors Paper Challenging Employee-Retention Practices | George Watson |
| 08/20/14 | Texas Tech Students Prepare to "Wreck 'Em" for Football Season | K'Leigh Bedingfield |
| 08/21/14 | Hydraulic Fracturing Conference to Provide Info Session for Investors, Landowners - advisory | Zoe Bell |
| 08/22/14 | Texas Tech Promotes Diversity through Comedy and Laughter - advisory | K'Leigh Bedingfield |
| 08/22/14 | Red Raider Meats Hosting Fourth Annual Barbecue Cookoff | George Watson |
| 08/25/14 | Texas Tech Hosts Community-Wide Reception to Celebrate Recent Innovation and Economic Prosperity University Designation - advisory | Zoe Bell |
| 08/25/14 | Texas Tech University President Welcomes Students Back at Picnic Advisory | Mahsairi Halifu |
| 08/27/14 | Texas Tech Celebrates "Texas Rising" Public Art - advisory | Jaryn Kilmer |
| 08/28/14 | Texas Tech Recreation Center Hosts Triathlon | Zoe Bell |
| 08/29/14 | Texas Tech Dean of Libraries Embarks on New Chapter | Karin Slyker |
| 08/29/14 | Texas Tech's Masked Rider Celebrates 60th Anniversary | K'Leigh Bedingfield |
| 08/29/14 | Public Art Brings Campus Traditions to Light | Jaryn Kilmer |



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: August 1, 2014

CONTACT: Zoe Bell, zoe.bell@ttu.edu
(806) 742-2136

Officials, Alumni Celebrate Texas Tech in El Paso

Events aim to strengthen Texas Tech's economic footprint within the El Paso market.

Texas Tech University officials will visit El Paso on Tuesday (Aug. 5) to help enhance the university's brand in the city.

Texas Tech President M. Duane Nellis, Athletics Director Kirby Hocutt and leaders from the Texas Tech Health Sciences Center are scheduled to attend three events in El Paso.

Officials will first attend an El Paso Chamber of Commerce meeting from 1:30-3 p.m. At the chamber meeting, Texas Tech will be recognized for its recent designation as a Purple Heart University, and a discussion will take place regarding how veterans are being integrated into the university.

A Texas Tech alumni reception will take place from 4:30-6 p.m. at Anson 11, located at 303 N. Oregon St. This reception is open to all alumni, students and faculty. There is no admission charge and a cash bar will be available.

The final event will be Red Raider Night at the El Paso Chihuahuas baseball game. Texas Tech officials will throw out the first pitch at 7:05 p.m. Tickets are available for purchase at www.ticketreturn.com with the user name RedRaiders14 and password Raiders14.

In addition, officials hope this trip and scheduled events will create excitement among Red Raiders for the upcoming football game between Texas Tech and the University of Texas-El Paso set for Sept. 6 at the Sun Bowl Stadium in El Paso.

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

CONTACT: Justin Underwood, Texas Tech University Alumni Association Representative-El Paso, (915) 485-9100 or justinunderwood2004@yahoo.com



Advisory

FOR IMMEDIATE RELEASE

DATE: August 1, 2014

CONTACT: K'Leigh Bedingfield, kleigh.bedingfield@ttu.edu
(806) 742-2136

Texas Tech Unveils New Food Truck

First, school-owned food truck in the Big 12 Conference is ready to serve Red Raiders.

WHAT: StrEat food truck reveal

WHEN: 11:30 a.m., Monday (Aug. 4)

WHERE: R-7 parking lot, located between Texas Tech's Administration Building and Student Union Building

A growing trend in major cities and the food service industry is the emergence of food trucks. Following this movement, Texas Tech University's Hospitality Services will unveil its first food truck on Monday (Aug. 4). This is the first food truck to emerge on a university campus in the Big 12 Conference.

A ribbon cutting for the StrEat food truck will take place at 11:30 a.m., and the truck will provide samples of some of the menu items immediately after. Hospitality Services officials along with Texas Tech President M. Duane Nellis will participate in the ribbon cutting.

The StrEat food truck is a mobile extension of the established retail location in the Student Union Building but will feature a different menu. Hospitality Services Executive Chef Dewey McMurrey created a unique menu with options full of a variety of flavors. To keep the menu fresh and flexible, there will be a blend of new items added to the menu monthly.

Follow Texas Tech's Hospitality Services on [Facebook](#) and [Twitter](#) to find where the StrEat food truck will be located this fall.

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

CONTACT: Alan Cushman, manager of business development, Hospitality Services, Texas Tech University, (806) 742-1360 or alan.cushman@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 1, 2014

CONTACT: Jourdan Scruggs, jourdan.scruggs@ttu.edu
(806) 742-2136

Texas Tech Chess Team Members to Compete at World Chess Olympiad Five Red Raiders will represent their respective home countries in Norway.

Members of Texas Tech University's chess team will compete in what is considered to be the Olympics of chess. The World Chess Olympiad will take place beginning today through Aug. 14 in Tromso, Norway. Four chess team members and Coach Alex Onischuk, will compete on five international teams.

The World Chess Olympiad is held every two years and attracts 1,700 players, 160 international teams and thousands of fans. Each team comprises of their nation's top five chess players.

"Texas Tech can be proud of having five of its students on elite international teams," said Al Lawrence, director of the Texas Tech Chess Program. "Head Coach Alex Onischuk continues to rank as one of the world's best players. His repeated qualification for the five-member U.S. team is a recruiting tool for Texas Tech. Chess has a big fan base these days among parents of high-achieving kids."

The following members of the Texas Tech chess team will participate:

- Coach Alex Onischuk — USA
- Elshan Moradiabadi — Iran
- Sammy Shoker — Egypt
- Luis Torres — Mexico
- Carla Heredia — Ecuador

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

CONTACT: Al Lawrence, director, Chess Program, Texas Tech University, (806) 834-0997 or al.lawrence@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: August 1, 2014

CONTACT: K'Leigh Bedingfield, kleigh.bedingfield@ttu.edu
(806) 742-2136

Texas Tech Set to Host 15th Annual Back to School Fiesta

Free educational resources, food, live entertainment
and school supplies to be provided for K-12 students.

Originally hosted in the summer of 2000, Texas Tech University's Back to School Fiesta (BTSF) provided 300 K-12 students and their families with various educational resources and free school supplies.

Fast-forward 14 years, and the university event has grown to more than 4,000 people attending from the South Plains area.

With great community feedback as well as committed time and effort from the university, volunteers and dedicated partners, the 15th annual BTSF returns 9 a.m. to noon, Aug. 9 at the Student Union Building, located at 15th Street and Akron Avenue.

Hosted by Texas Tech's [Office of Community Engagement](#) along with the [Office of the President](#) and [Division of Institutional Diversity, Equity and Community Engagement](#), the event's mission is to promote higher education and build a college-going community in Lubbock and surrounding areas.

"Back to School Fiesta is truly an event we look forward to year-round," said Heather Martinez, director of the Office of Community Engagement. "Empowering students to pursue their education, as well as providing them resources to do just that, are what we strive for.

"We continue to learn year after year how to better change the lives of the students in our communities and are eager to open the doors for this year's 15th annual Back to School Fiesta."

Each K-12 student who attends BTSF will receive a Texas Tech backpack filled with school supplies offered on a first-come, first-served basis. The event also will include bilingual events and activities, live entertainment and free food. Both lunch and backpacks will be distributed at 10:30 a.m.

For more information about BTSF, visit Texas Tech's Office of Community and Engagement [website](#).

CONTACT: Mari Samarripas, section coordinator, Office of Community Engagement, Texas Tech University, (806) 742-7017 or maricruz.samarripas@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: August 4, 2014

CONTACT: K'Leigh Bedingfield, kleigh.bedingfield@ttu.edu
(806) 742-2136

On the Move: Texas Tech Unveils New One-of-a-Kind Food Truck

StrEat food truck is the first school-owned truck to emerge on a Big 12 campus.

Texas Tech University's Hospitality Services is adding a new feature to campus with its StrEat food truck, the first school-owned food truck in the Big 12 Conference.

A branch of the established StrEat eatery in Texas Tech's Student Union Building (SUB), the food truck offers a unique, on-the-go menu with a variety of flavors. Menu items will change monthly, but some permanent food staples include a StrEat pita taco (fish or beef) and a Monte Cristo sandwich, both created by Hospitality Services' Head Chef Dewey McMurrey.

The StrEat food truck will be open for business this fall and the locations will be announced at a later date.

"The StrEat food truck menu allows our culinary team to stay creative and diverse with what we serve on campus," McMurrey said. "We will be able to change and add unique menu choices throughout the year."

The idea for the food truck came about when Hospitality Services worked toward providing food to students who spend most of their days in buildings far from the SUB. The food truck provides meals for students in multiple locations and was cost-efficient in comparison to building a new eatery in only one area of the Texas Tech campus. Built from the ground up, the StrEat food truck was specifically created for Texas Tech by On the Move Trucks in Boerne.

Texas Tech Student Government Association President Hayden Hatch agrees the new food truck will be a great addition for students on campus.

"I am very excited to see the food truck around campus, making it easier for students to get food on the go," he said. "This is another example of how Texas Tech is growing and meeting the needs of students on a daily basis."

The StrEat food truck will operate Monday through Friday at various locations on campus. It'll have permanent locations Monday through Thursday, and Fridays will be a

roving day with the surprise location announced via Hospitality Services' social media channels. StrEat also can be booked for campus catering events and will be available during weekend events such as Texas Tech football games.

When the StrEat food truck made its debut this summer in Chicago at the National Restaurant Association show, it was well received.

“Hospitality Services continues to be a leader in collegiate food service and at Texas Tech University,” said Kirk D. Rodriguez, managing director of Hospitality Services. “The StrEat food truck is another way for us to better meet the needs of the campus community by providing an innovative way of serving our students.”

The one-of-a-kind food truck provides many custom features including:

- A sustainable, mobile kitchen with a propane generator capable of lasting up to approximately two weeks.
- Enough room to comfortably fit four to six employees at one time.
- A slide out similar to an RV that allows point of sale and pick-up to be at eye level.
- An audio system that has zones so music can be played on one or both sides of the truck to not cause any disturbances.
- A digital sign for the StrEat menu, so it can be changed at any given moment.
- The Hospitality Services payment system will be used, so students, faculty and staff can use their dining plans.

The StrEat food truck also is part of Hospitality Services' emergency operation plan and can be used as a mobile kitchen in the event of an emergency.

Follow Texas Tech's Hospitality Services on [Facebook](#) and [Twitter](#) to find where the StrEat food truck will be located this fall.

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

CONTACT: Alan Cushman, manager of business development, Hospitality Services, Texas Tech University, (806) 742-1360 or alan.cushman@ttu.edu.



Web Only

FOR IMMEDIATE RELEASE

DATE: Aug. 4, 2014

CONTACT: Karin Slyker, karin.slyker@ttu.edu
(806) 742-2136

Summer Commencement Ceremonies Set for Saturday

The two ceremonies will take place Aug. 9 at the United Supermarkets Arena.

More than 1,300 students will graduate in Texas Tech University's Summer Commencement Ceremonies on Saturday (Aug. 9) at the United Supermarkets Arena located at 18th Street and Indiana Avenue.

9:00 a.m. Ceremony

- College of Arts & Sciences
- College of Agricultural Sciences & Natural Resources
- College of Media & Communication
- College of Education
- College of Architecture
- Honors College

1:30 p.m. Ceremony

- College of Human Sciences
- College of Visual & Performing Arts
- Rawls College of Business Administration
- Whitacre College of Engineering
- Wind Energy
- University Programs

All students receiving graduate degrees will partake in their respective college's ceremony.

[Douglas Barnhart](#) will speak at both ceremonies. Barnhart is chairman of the board of Barnhart-Reese Inc., managing partner of Makena Medical Buildings LLC, and chief executive officer of Makena Consulting, Inc.

Ceremonies can be viewed online at <http://www.ttu.edu/livestream>.

For more information about commencement, including information on maps, guest seating, college receptions, parking and hotels, visit <http://www.depts.ttu.edu/provost/commencement>.

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

CONTACT: Peggy Flores, commencement coordinator, Texas Tech University Division of Institutional Diversity, Equity & Community Engagement, (806) 742-7742 or peggy.flores@ttu.edu.



TEXAS TECH UNIVERSITY SYSTEM™

Advisory

FOR IMMEDIATE RELEASE

DATE: Aug. 5, 2014
CONTACT: Jaryn Kilmer, jaryn.kilmer@ttu.edu
(806) 742-0057

Ribbon Cutting Scheduled for West Village Housing Complex

WHAT: Ribbon-cutting ceremony for the West Village Student Housing Complex

WHEN: 9 a.m., Thursday (Aug. 7)

WHERE: 1700 Texas Tech Parkway (Texas Tech Parkway and Indiana Ave.)
North Courtyard
Texas Tech University

EVENT: Officials and guests of the Texas Tech University System will host a ribbon-cutting ceremony to celebrate the completion of the West Village housing complex. The 455-bed, two-building community will provide student housing alternatives ideally structured for graduate and upperclassmen. Residents will have access to nine lounges and two conference rooms, as well as designated study rooms and office space. The complex also includes Raider Exchange, a 3,126-square foot retail and food service facility.

Chancellor Robert Duncan, President M. Duane Nellis, Vice Chancellor for Facilities Planning & Construction Michael Molina and Sean Duggan, managing director for University Student Housing, will provide remarks prior to the official ribbon cutting. Student officers from the Residence Hall Association and TTU System officials will then grab scissors and cut the red ribbon to commemorate the occasion.

Photo opportunities and tours of the complex will take place immediately following the ceremony. Parking will be available in Lot C-17, located east of the TTU Federal Credit Union.

CONTACT: Michael Molina, vice chancellor, Office of Facilities Planning & Construction, Texas Tech University System, (806) 742-2116 or michael.molina@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: August 7, 2014

CONTACT: K'Leigh Bedingfield, kleigh.bedingfield@ttu.edu
(806) 742-2136

15th Annual Back to School Fiesta Returns

Free educational resources, food, live entertainment
and school supplies to be provided for K-12 students.

WHAT: Back to School Fiesta

WHEN: 9 a.m. - noon (Aug. 9)

WHERE: Texas Tech University's Student Union Building (15th Street and Akron Avenue)

On Saturday (Aug. 9), Texas Tech's 15th annual Back to School Fiesta (BTSF) returns to help prepare K-12 students and their families from Lubbock and the surrounding areas for the upcoming school year.

Hosted by Texas Tech's Office of Community Engagement along with the Office of the President and Division of Institutional Diversity, Equity and Community Engagement, BTSF provides students with various educational resources through the university.

Each student attending will receive a backpack filled with free school supplies offered on a first-come, first-served basis. The event will include bilingual events and activities, live entertainment and free food. Both lunch and backpacks will be distributed at 10:30 a.m.

For more information about BTSF, visit Texas Tech's Office of Community and Engagement [website](#).

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

CONTACT: Maricruz Samarripas, unit coordinator, Office of Community Engagement, Texas Tech University, (806) 742-7017 or maricruz.samarripas@ttu.edu.



TEXAS TECH UNIVERSITY™

Advisory

FOR IMMEDIATE RELEASE

DATE: Aug. 7, 2014

CONTACT: Karin Slyker, karin.slyker@ttu.edu
(806) 742-2136

Texas Tech Announces Summer Commencement Schedule

WHAT: Texas Tech University hosts two summer graduation ceremonies.

WHEN: Saturday (Aug. 9)

9:00 a.m. Ceremony

- College of Arts & Sciences
- College of Agricultural Sciences & Natural Resources
- College of Media & Communication
- College of Education
- College of Architecture
- Honors College

1:30 p.m. Ceremony

- College of Human Sciences
- College of Visual & Performing Arts
- Rawls College of Business Administration
- Whitacre College of Engineering
- Wind Energy
- University Programs

All students receiving graduate degrees will partake in their respective college's ceremony.

WHERE: United Supermarkets Arena at 18th Street and Indiana Avenue.

EVENT: [Douglas Barnhart](#) will speak at both ceremonies. Barnhart is chairman of the board of Barnhart-Reese Inc., managing partner of Makena Medical Buildings LLC, and chief executive officer of Makena Consulting, Inc.

Ceremonies can be viewed online at <http://www.ttu.edu/livestream>.

For more about commencement, including information on maps, guest seating, college receptions, parking and hotels, visit <http://www.depts.ttu.edu/provost/commencement/>.

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**CONTACT: Peggy Flores, commencement coordinator, Texas Tech University
Division of Institutional Diversity, Equity & Community Engagement, (806) 742-
7742 or peggy.flores@ttu.edu.**



TEXAS TECH UNIVERSITY™

News Release

FOR IMMEDIATE RELEASE

DATE: August 7, 2014

CONTACT: Jaryn Kilmer, jaryn.kilmer@ttu.edu
806-742-0057

Texas Tech Celebrates New Student Housing Complex

Texas Tech University celebrated today (Aug. 7) the completion of the West Village student housing complex with an official ribbon-cutting ceremony.

Located east of Knoxville Avenue in the triangle bounded by 19th Street and Texas Tech Parkway, the 234,501-square-foot complex offers a choice of 61 one-bedroom units, 47 two-bedroom units and 75 four-bedroom units ideally structured for upperclassmen and graduate students.

“This beautiful facility represents the growth of our great university and the increased demand students have for a Texas Tech education,” said Texas Tech President M. Duane Nellis said. “Our growth is a testament to the passion our faculty have for teaching our students, the invaluable support our staff provides and the dedication our students have to their academic endeavors.”

The complex officially will open its doors for residents Aug. 16, with all 455 beds occupied for the fall semester. There are nine community lounges, two conference rooms, as well as designated study rooms and office space. Building B features a washer and dryer in each unit, and all units in the complex include full kitchens.

The two-building community features a pedestrian walkway that connects the two areas, which are positioned around courtyards and outdoor green zones. The community also features Raider Exchange, a 3,126-square-foot retail and food service facility.

“In order to continue our mission to excel academically, student housing is just one of the resources we need to best accommodate our students at Texas Tech,” said Chancellor Robert Duncan. “We are thrilled our campus is expanding, and proud to offer alternative housing options to our growing number of students.”

The complex was designed to meet Leadership in Energy & Environmental Design (LEED) certification, meaning designers and contractors implemented a sustainable building design and worked to be sure maintenance of the building is environmentally responsible.

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“The true success of the design and construction lies within the team we developed and the use of creative building technologies and work sequencing,” said Michael Molina, vice chancellor for Facilities Planning and Construction. “This group was able to accomplish a challenging task of synthesizing Texas Tech’s needs with a very innovative solution within only a 16-month period.”

The \$54.8-million project was approved by the Texas Tech University System Board of Regents at the December 2012 meeting and features landscape enhancements as well as public art.

The project was managed by Texas Tech’s Facilities Planning and Construction department under the leadership of Molina and with Denise Hostick serving as project manager. Barnes Gromatzky Kosarek Architects and Mackey Mitchell Architects designed the complex as part of the project team, which also included Whiting-Turner Contracting Company.

CONTACT: Chris Cook, managing director, Office of Communication and Marketing, Texas Tech University, (806) 834-4129 or chris.cook@ttu.edu.



TEXAS TECH UNIVERSITY™

Advisory

FOR IMMEDIATE RELEASE

DATE: Aug. 7, 2014

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

Texas Tech Co-Hosts Hydraulic Fracturing Conference

- WHAT:** Fracturing Impacts and Technologies Conference
- WHEN:** 8:30 a.m.-6 p.m. Sept. 4 and 8:30 a.m.-3 p.m. Sept. 5
- WHERE:** Overton Hotel and Conference Center, 2322 Mac Davis Lane
- EVENT:** Texas Tech University and Air & Waste Management Association will host The Fracturing Impacts and Technologies Conference. The two-day conference aims to foster an interdisciplinary dialogue on hydraulic fracturing in West Texas.

The general public can attend at \$280, \$495 for the full conference or \$50 for only the special investor/landowner session held from 1:30-5 p.m. Sept. 4. Journalists covering the event are welcome to attend for free.

For more information or to see a list of sessions and presentations, visit the [event website](#). For media credentials or to attend the conference, contact Kay Tindle (information below).

The Air & Waste Management Association (A&WMA) is a nonprofit, nonpartisan professional organization that enhances knowledge and expertise by providing a neutral forum for information exchange, professional development, networking opportunities, public education and outreach to more than 5,000 environmental professionals in 65 countries. A&WMA promotes global environmental responsibility and increases the effectiveness of organizations to make critical decisions that benefit society.

The conference will present and discuss current innovations and applications for reducing the environmental impact of hydraulic fracturing operations (also known as fracking) and will feature distinguished speakers including:

George E. King, distinguished engineering advisor for Apache Corp.

Ron Curry, Region 6 regional administrator for the U.S. Environmental Protection Agency.

Albert B. Yost, senior management technical advisor of oil and gas programs in the strategic center for natural gas and oil for the U.S. Department of Energy.

Lynne Fahlquist, public information officer of Texas Water Science Center at the U.S. Geological Survey.

Leslie Savage, chief geologist of the Oil and Gas Division of the Texas Railroad Commission.

Mike Watts, director of fracture simulation affairs for Halliburton Energy Services Inc.

Texas Tech Experts include:

Danny Reible, Donovan Maddox Distinguished Engineering Chair and director of the Unconventional Production Technology and Environmental Consortium.

Ryan Williams, assistant professor of agricultural & applied economics.

Michael Giberson, associate professor of practice in the area of energy, economics and law with the Rawls College of Business.

David Klein, associate professor in the Department of Environmental Toxicology.

Mohammed Soliman, George P. Livermore Chair and professor of petroleum.

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CONTACT: Kay Tindle, director of research development, Office of the Vice President for Research, Texas Tech University, (806) 834-5582, or rdt.vpr@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 7, 2014

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

Texas Tech Horn Professor Receives 2014-15 Fulbright-Nehru Academic and Professional Excellence Award

A Texas Tech University paleontologist is a recipient of the prestigious Fulbright-Nehru Academic and Professional Excellence Award (Teaching/Research) for 2014-15.

Sankar Chatterjee, Paul Whitfield Horn Professor of Geosciences and Curator of Paleontology at the Museum of Texas Tech University, will travel to India during the spring of 2015 to continue his ongoing research on his Shiva crater hypothesis, which has been linked to the dinosaur extinction 65 million years ago along with the Chicxulub crater of Mexico.

The Shiva crater, about 500 kilometers in diameter, has been identified from geophysical evidence and drill core samples in the Mumbai Offshore Basin on the western continental shelf of India. The crater is largely submerged and buried by a 2- to 7-kilometer-thick strata, and is the largest oilfield in India. Recently, the Ministry of Earth Sciences of Government of India launched the multi-million-dollar Koyna Drilling Project to retrieve several drill cores at a depth of 8 kilometers just outside the eastern rim of the Shiva crater.

Chatterjee was invited to participate in the Koyna Drilling Project to study the core samples that may reveal the genesis of the Shiva crater. He will collaborate with scientists from the National Institute of Oceanography (NIO), Goa and the National Geophysical Research Institute (NGRI) at Hyderabad.

While at Visva-Bharati University, Chatterjee will serve as a visiting professor teaching an accelerated course titled History of Life. The institution is one of India's major Central Government-funded autonomous universities. Because of his planning and directional efforts that produced the outstanding dinosaur hall at the Museum of Texas Tech University, Chatterjee has been invited to plan, design, implement and build a natural history museum at the Visva-Bharati campus – the first of its kind in India.

He will give talks at different institutions including Jadavpur University, Asiatic Society of Bengal, Indian Statistical Institute, National Institute of Oceanography, National Geophysical Research Institute and Indian Institute of Science.

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Chatterjee will deliver a keynote address at the upcoming International Gondwana Symposium to be held at the Birbal Sahni Institute of Palaeobotany (BSIP) at Lucknow. During his stay in India, Chatterjee is planning to write a few chapters of his forthcoming book on the geology of India “Life and Lithosphere of India Through Time,” to be published by the Cambridge University Press, because of excellent library facilities at the Geological Survey of India, Kolkata.

Recipients of Fulbright awards are selected on the basis of academic or professional achievement as well as demonstrated leadership potential in their fields. The [Fulbright Program](#), America’s flagship international educational exchange program, is sponsored by the U.S. Department of State, Bureau of Educational and Cultural Affairs.

Since its establishment in 1946 under legislation introduced by the late Sen. J. William Fulbright of Arkansas, the Fulbright Program has provided more than 108,000 Americans who have studied, taught or researched abroad and more than 178,000 students, scholars and teachers from other countries who have engaged in similar activities in the United States, with the opportunity to observe each other’s political, economic, educational and cultural institutions. The program operates in more than 155 countries worldwide.

The Council for International Exchange of Scholars, under a cooperative agreement with the United States Department of State, administers the Fulbright Scholar Program for faculty and professionals. Each year, the traditional program sends some 800 U.S. faculty and professionals to 140 countries to lecture, research or participate in seminars. At the same time, approximately 800 foreign faculty members come to the United States each year.

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TEXAS TECH UNIVERSITY SYSTEM

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 7, 2014

CONTACT: Jaryn Kilmer; jaryn.kilmer@ttu.edu
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TTU System Budgets Approved for FY 2015

The Finance and Administration Committee of the Texas Tech University System Board of Regents today (Aug. 7) gave preliminary approval to the Fiscal Year (FY) 2015 operating budgets for the TTU System Administration, Texas Tech University, Texas Tech University Health Sciences Center, Angelo State University and Texas Tech University Health Sciences Center at El Paso.

“This investment maintains our commitment to responsible growth and ensures we are able to provide the resources necessary to advance our universities,” Chancellor Robert Duncan said. “Our students go on to be competitive in the workforce, which provides a substantial return and creates a better future for the State of Texas.”

The FY 2015 operating budgets run from Sept. 1, 2014, to Aug. 31, 2015, and are prepared on the basis of state appropriations and projected auxiliary, designated and restricted funds. The combined FY 2015 operating budget for the entire system is \$1.73 billion, an increase of 3.1 percent more than last year’s combined budget.

Each university’s operating budget is approved individually. Texas Tech University’s FY 2015 operating budget totals to \$800 million, and the FY 2015 operating budget for Angelo State University is \$102 million.

The FY 2015 combined operating budget for Texas Tech University Health Sciences Center and Texas Tech University Health Sciences Center at El Paso is \$820 million. Appropriations for Texas Tech University Health Sciences Center at El Paso will be made separate in the upcoming legislative session.

Final approval of FY 2015 operating budgets by the full board is expected Friday (Aug. 8).

About the Texas Tech University System

The Texas Tech University System is one of the top public university systems in the state of Texas, consisting of four component institutions — Texas Tech University, Texas Tech University Health Sciences Center, Angelo State University and Texas Tech University Health Sciences Center at El Paso — and operating at 12 academic sites and centers. Headquartered in Lubbock, Texas, the TTU System has an annual operating budget of \$1.7 billion and approximately 17,000 employees focused on advancing higher education, health care, research and outreach.

In 2013, the TTU System’s endowment passed \$1 billion, total research expenditures were approximately \$200 million and total enrollment exceeded 44,000 students. Whether it’s contributing billions of dollars annually in economic impact or being the only system in Texas to house an academic

Texas Tech University System Office of Communications and Marketing



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institution, law school, and medical school at the same location, the TTU System continues to prove that anything is possible.

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News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 8, 2014

CONTACT: George Watson, george.watson@ttu.edu
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Keynote Speakers Named for Texas Tech Bank School Weeklong session is hosted by Rawls College of Business

The Rawls College of Business at Texas Tech University announced its keynote speakers for this year's Texas Tech School of Banking set for Aug. 17-22.

Former Texas State Banking Commissioner Randall S. James is the current School of Banking advisory board chairman. This year's theme is titled "Educating Tomorrow's Banking Leaders Today."

Gayle Earls, a former president and CEO of The Independent Bankers Bank and current chairman of AccessBank Texas, will open the event on Sunday (Aug. 17) when he speaks to Year I and Year II participants at an event at the Overton Hotel & Conference Center, located at 2322 Mac Davis Lane.

Earls is a distinguished graduate of the Rawls College of Business and was the first elected chairman of the school's advisory board in 1976.

On Thursday (Aug. 21), Texas Tech Chancellor Emeritus Kent Hance, also a distinguished graduate of the Rawls College of Business, will deliver the address at a dinner held at the Overton. He will address the participants on "Texas Tech University and Banking."

This marks the 41st anniversary of the school, which is designed to equip those in the financial services industry with the means to help both banks and their careers succeed.

To obtain banking certification, the Texas Tech School of Banking requires completion of two sessions. The school is open to anyone in the banking industry who registers for the school.

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 8, 2014

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech's Department of Communication Studies Moving to College of Media & Communication

About 150 students and eight faculty members in the Department of Communication Studies will find a new home in the College of Media & Communication in the near future after the Texas Tech University Board of Regents approved the measure Friday (Aug 8).

Communication Studies, one of the original departments formed at Texas Tech, researches the theoretical and applied dimensions of human communication. It specializes in corporate-organizational communication, interpersonal communication, communication and public affairs and houses Texas Tech's nationally recognized award-winning debate team.

The decision comes after several years of consideration, said Provost Lawrence Schovanec.

Following regent approval, the realignment must go through the Texas Higher Education Coordinating Board, and the Southern Association of Colleges and Schools before the change is finalized. Officials expect that to conclude in mid- to late 2015.

"This change reflects a national trend of greater national alignment between communication studies and fields such as journalism and media," Schovanec said. "This change will enhance educational opportunities for students and research collaborations between faculty."

Narissra Punyanunt-Carter, interim chairwoman for the Department of Communication Studies, said the department is part of the College of Arts & Sciences. Many people on campus were confused about which college the department belonged, and the move will help clear up confusion.

The department now resides on the 10th floor of the College of Media & Communication Building at 15th Street and Flint Avenue.

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“This is an exciting time for our department as we will be hiring three new tenure-track faculty during the 2014-2015 school year – a departmental chairman or chairwoman and two assistant professors,” she said. “Personally, I am very excited about the merger. I believe this merger will be beneficial for our students, staff and faculty.”

David Perlmutter, dean of the College of Media & Communication, said the merger will help create better-prepared students with a more well-rounded education.

“We pride ourselves in producing Texas Tech graduates who can think, speak and articulate, present, visualize, write, create and lead, in person or via all platforms and venues of media,” he said. “Our students will be assisted by the unification of all parts of the study and practice of communication to give them a fully rounded education.”

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TEXAS TECH UNIVERSITY™

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 8, 2014

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Texas Tech Students Walk in Summer Commencement Ceremonies

More than 1,300 students graduate in Texas Tech University's Summer Commencement Ceremonies on Saturday (Aug. 9) at the United Supermarkets Arena at 18th Street and Indiana Avenue.

9:00 a.m. Ceremony

- College of Arts & Sciences
- College of Agricultural Sciences & Natural Resources
- College of Media & Communication
- College of Education
- College of Architecture
- Honors College

1:30 p.m. Ceremony

- College of Human Sciences
- College of Visual & Performing Arts
- Rawls College of Business Administration
- Whitacre College of Engineering
- Wind Energy
- University Programs

All students receiving graduate degrees will partake in their respective college's ceremony.

[Douglas Barnhart](#) will speak at both ceremonies. Barnhart is chairman of the board of Barnhart-Reese Inc., managing partner of Makena Medical Buildings L.L.C., and chief executive officer of Makena Consulting, Inc.

Ceremonies can be viewed online at <http://www.ttu.edu/livestream>.

Honored students

Outstanding students, selected based on all-around achievement, will carry banners representing their respective colleges.

The following students are banner bearers:

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Jodi Rowe, an animal science major from Butler, New Jersey, College of Agricultural Sciences & Natural Resources; Pedro Jorge Espinet, an architecture major from San Juan, Puerto Rico, College of Architecture; Nicole Beth Amos, a psychology major from San Antonio, College of Arts & Sciences; Stuart Joseph Blitz, a marketing major from San Antonio, Rawls College of Business; Donna Carol West, an early elementary education major from Kingsland, College of Education; Jessica Anne Stilwell, an electrical engineering major from Palestine, Whitacre College of Engineering; Maria Teresa Leos, a doctoral student in the College of Education from Lubbock and Troy Matthew Lescher, a doctoral student in the College of Visual and Performing Arts from Bloomington, Illinois, Graduate School; Shelby Thibodeaux, an environment and humanities major from Houston and Benjamin Rahman, a finance major from Lubbock, Honors College; Nicholas Hayes, a community, family and addictions services major from Tuscaloosa, Alabama, College of Human Sciences; Stan-lee Cole Heath, a media strategies major from Lubbock, College of Media & Communication; David Cannon Vaughn, a University Studies major from Spur, Office of the Provost; and Amy Tisdale, a theatre arts major from Sundown, College of Visual & Performing Arts.

The highest ranking summer graduates for each college include:

- College of Agricultural Sciences & Natural Resources: Jodi Rowe, an animal science major from Butler, New Jersey
- College of Architecture: Pedro Jorge Espinet, an architecture major from San Juan, Puerto Rico
- College of Arts & Sciences: Nicole Beth Amos, a psychology major from San Antonio and Brenda Bourque Garza, a general studies major from Helotes
- Rawls College of Business: Torgen Shane Martinson, a management major from Austin
- College of Education: Donna Carol West, an early elementary education major from Kingsland
- Whitacre College of Engineering: Jacob Ryan Hempel, a mechanical engineering major from Adkins
- Honors College: Shelby Thibodeaux, an environment and humanities major from Houston
- College of Human Sciences: Nicholas Hayes, a community, family and addictions services major from Tuscaloosa, Alabama and Alaina Eubank, a human sciences major from Lubbock



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- College of Media & Communication: Stan-lee Cole Heath, a media strategies major from Lubbock
- Office of the Provost (University Programs): Jodie Mia Haskell, a university studies major from Robinson
- College of Visual & Performing Arts: Amy Tisdale, a theatre arts major from Sundown
- Office of the Provost (Wind Energy): Vicente Luis Salinas, a wind energy studies major from Tahoka

For more information about commencement, including information on maps, guest seating, college receptions, parking and hotels, visit <http://www.depts.ttu.edu/provost/commencement>.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

CONTACT: Peggy Flores, commencement coordinator, Texas Tech University Division of Institutional Diversity, Equity & Community Engagement, (806) 742-7742 or peggy.flores@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: August 11, 2014

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Texas Tech's Sigma Delta Pi Earns National Recognition

The National Collegiate Hispanic Honor Society has been named an honor chapter.

Texas Tech University's Alpha Phi Chapter of Sigma Delta Pi, the National Collegiate Hispanic Honor Society, has been named an Honor Chapter for its outstanding activities in 2013-14. This is the 10th consecutive year Texas Tech received this honor that was granted to only 12 chapters nationwide.

Associate Professor Comfort Pratt, Texas Tech's chapter adviser and current national Sigma Delta Pi vice-president of the Southwest, said the recognition is a reflection of the successful collaboration between the chapter and university.

"Sigma Delta Pi has created numerous programs that have benefited the university and the Lubbock community tremendously, including a tutoring service, the Lubbock Spanish Spelling Bee competition, academic lectures, forums, art exhibits and collaborations with the Texas Tech School of Medicine and local schools," Pratt said. "This has all been possible thanks to the exemplary leadership of our national office, grants from the Office of Vice President Juan Munoz, the Student Government Association and others and the constant support and encouragement of Texas Tech administrators."

Each May, the nearly 600 chapters of Sigma Delta Pi across the U.S. are asked to submit an annual report detailing their numerous activities and projects from the academic year. Based on these reports, the National Executive Committee chooses approximately 10-15 Honor Chapters annually.

This recognition is based upon the caliber of chapter projects that reflect the Sigma Delta Pi mission of honoring excellence in the study of the Spanish language, contributing to cultural understanding and upholding the goals of the society.

With its national office at the [College of Charleston](#) in South Carolina, Sigma Delta Pi is a member of the [Association of College Honor Societies](#), the nation's only certifying agency for college and university honor societies.

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News Release

FOR IMMEDIATE RELEASE

DATE: August 12, 2014

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Texas Tech University ISD Named One of Nation's Best The online education program is ranked No. 18 among top 50.

[Texas Tech University Independent School District \(TTUISD\)](#) recently was ranked as one of the [The Best Online Schools](#) in the nation. Coming in at No. 18 overall and fourth among online programs affiliated with a public university, TTUISD was the highest-ranked program in Texas.

“This ranking of TTUISD is a direct reflection of its high quality, rigorous curriculum and outstanding teachers and administrators,” said Lawrence Schovanec, Texas Tech’s provost and senior vice president. “TTUISD represents an important contribution to Texas Tech’s emphasis on engagement and outreach and in attaining our strategic priorities of student access, success and diversity.”

Serving students since 1993, TTUISD is a kindergarten through high school education program that enables students to earn their diploma no matter where “here” is, including 56 countries internationally. The middle and high school curriculums are offered online. The education program has served more than 314,000 students overall.

“TTUISD offers a high quality curriculum of study that provides options for students who desire academic instruction at their own pace and time,” said Sam Oswald, executive director of TTUISD.

The Best Schools ranking is based on programming, academic oversight (accreditation status at publication time), state approval, performance, inclusivity, personal attention and cost. According to The Best Schools’ standards, TTUISD “offers flexible educational opportunities, a quality educational platform, incorporates sophisticated instructional techniques, management and technology, and extends learners regardless of age, location or physical limitations.”

TTUISD designs its at-your-own-pace curriculum to incorporate different learning styles by including application activities and emphasizes higher-level thinking skills for elementary, middle and high school students. TTUISD meets the same rigorous standards as a traditional brick and mortar school, but the difference is the when and where you learn.

“TTUISD, Sam Oswald and his staff continue to offer one of the top online high school experiences in the country,” Texas Tech President M. Duane Nellis said. “I commend them for their dedication to providing a quality education and passion for representing Texas Tech through their efforts. The commitment to offering a solid education and foundation for the future extends beyond our higher education offerings and into TTUISD.”

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News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 13, 2014

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Texas Tech Wind Researchers Release Findings on Failed Shelter Door Hit by Arkansas Tornado

When building an above-ground storm shelter, or any shelter for that matter, make sure building materials are rated to withstand high tornadic winds and the onslaught of debris those winds can bring.

Especially when it comes to selecting doors.

That's the tragic take-home message two Texas Tech University wind researchers want homeowners to receive after completing forensic testing on a door that failed earlier this year during a tornado in Mayflower and Vilonia, Arkansas. The April 27 EF-4 twister generated winds estimated at 166-200 mph that took the life of one person inside the above-ground shelter and 12 total.

In Phase I of the project, researchers at Texas Tech took the door apart and discovered that, while the door was well-built, it wasn't intended for storm-shelter application, prompting scientists to wonder how many other storm shelters may be equally unequipped. The forensic work performed on the door was witnessed by experts in the door and hardware industry.

"The door is a critical component of an above ground storm shelter and also an expensive component," said Ernst Kiesling, research professor at Texas Tech's National Wind Institute (NWI) and executive director of the National Storm Shelter Association (NSSA). "To be effective, the door must be able to withstand wind-induced pressures as well as windborne debris. Hardware including latches, hinges and deadbolts must also be chosen carefully to assure reliability in storm shelter applications. The entire door system, including frame and hardware, should be proven by testing to be appropriate for storm shelter application."

The NSSA currently is working with Kiesling and Larry Tanner, a research assistant professor at the NWI, at the Debris Impact Test Facility at Texas Tech. There, scientists hope to address a serious problem in the storm shelter industry: installing substandard, untested doors in above-ground, site-built storm shelters.

Tanner, who also manages the Debris Impact Facility, said Texas Tech has been involved in the development of above-ground storm shelters since the early 1970s when the concept was introduced by Texas Tech researchers. The NSSA came into being in 2000 and has as its primary purpose the fostering of quality in the storm shelter industry.

Retail prices of residential size doors vary widely, he said. Also, doors look similar, making it difficult to distinguish the suitable door for storm shelter application from the unsuitable.

“Members of NSSA were able to secure the door and deliver it to our laboratory,” Tanner said. “We knew immediately upon seeing the actual door that it was an untested unit. This door was not manufactured for storm resistance, but rather for general home security. Tornado door assemblies (door, frame and hardware) are tested to resist wind pressures and debris impacts from an EF 5 ground speed tornado of 250 mph. These are the FEMA P320/P361 and ICC/NSSA-500 criteria. Parts are not interchangeable. Each proposed assembly by the manufacturer or supplier, must be tested for resistance to the criteria.”

The death of the person in Arkansas is a wake-up call for the storm shelter industry, Kiesling said, and hopefully the industry now is receptive to reliable information supported by professional demonstration.

In Phase II of the project, Texas Tech researchers will use a state-of-the-art debris launcher and high-speed photography equipment to characterize and demonstrate the failure mechanism of doors that are unable to carry tornado-induced wind pressures and debris impacts. They also will show successful performances.

Finally, in Phase III, researchers will develop strategies and hardware to modify untested, substandard doors that have been installed that lead users to a false sense of security. Results will be made available to the public, hopefully informing users of the importance of using tested doors for storm shelter applications.

“In talking with industry representatives, we learn that the practice is rather widespread in constructing above-ground storm shelters to use lightweight, relatively inexpensive doors,” Kiesling said. “We hope to add clarity to the availability and selection process for shelter doors. Results will be reported in professional publications, presentations and through the media.”

For a copy of the peer-reviewed door study, contact John Davis.

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News Release

FOR IMMEDIATE RELEASE

DATE: August 14, 2014

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Texas Tech Announces New Wind Energy Graduate Credential Program Texas Tech's National Wind Institute has teamed with DNV GL

Texas Tech University's National Wind Institute is collaborating with industry leader and global certification and technical assurance company, DNV GL, to provide an online and in-class credential program.

The program starts Aug. 25 and is available to those who have obtained a bachelor's degree from an accredited university, completed a certificate program application form and been accepted to the Texas Tech Graduate School.

"DNV GL is proud to partner with Texas Tech University on this important program," said Kevin Smith, director of Asset Management and Operating Services for DNV GL. "Developing the next generation of wind energy experts is key to harnessing the sustainable power it provides."

The program includes case studies provided by DNV GL which focus on up-to-date issues in the wind power field and will be of interest to wind energy professionals or those interested in the renewable electric power industry. Students receive a graduate credential in wind energy after completing two wind energy classes.

The program offers a technical track designed for professionals working in the technical aspects of the industry such as engineering, manufacturing or design, and a managerial track designed for professionals working in wind farm development, economics or in managerial or supervisory positions.

DNV GL is the world's largest provider of independent renewable energy advice. The recognized authority in onshore wind energy, it also is at the forefront of the offshore wind, wave, tidal and solar sectors.

"I am delighted that our strong research position in wind energy at Texas Tech has led to this graduate credential program," said Robert V. Duncan, Texas Tech's vice president for research. "This is an important new educational opportunity as wind energy expands to provide 5% of our national electric energy supply."

For more information, visit

http://www.depts.ttu.edu/nwi/education/Grad_cert_DNV_program.php

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News Release

FOR IMMEDIATE RELEASE

DATE: August 14, 2014

CONTACT: George Watson, george.watson@ttu.edu
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Texas Tech Fiber and Biopolymer Research Institute Lands Large Grant

More than \$470,000 is given for study on making dyeing of denim more cost efficient.

[Texas Tech University's Fiber and Biopolymer Research Institute](#) announced today (Aug. 14) that a research project was awarded more than \$470,000 in funding by the Wal-Mart Foundation.

The study, titled "Foam Indigo Dyeing of Cotton Yarns: Machine Design and Process Control," received a grant from the Wal-Mart Foundation, based in Bentonville, Arkansas, of \$472,564.13.

According to the Fiber and Biopolymer Research Institute (FBRI) Managing Director Dean Ethridge, the project is aimed at reducing the amount of water, contaminants, time, labor, floor space and expense needed to apply indigo dye to denim yarns.

The Fiber and Biopolymer Institute's research team is attempting to determine machine design parameters and process controls necessary for the foam application of pre-reduced indigo on yarns. By doing so, it could provide a more cost-efficient and ecologically sound method of dyeing denim.

"Wal-Mart has long been a mainstay of the retail sector in this region of Texas, and cotton has long been 'king' here," Ethridge said. "Now the Wal-Mart Foundation is enabling crucial developmental research into one of the most dominant cotton textile products in the world – indigo dyed denim.

"Success in this project would reduce the water used to indigo dye denim by more than 90 percent. It would introduce a new paradigm for indigo dyeing that would enable drastic reductions in costs and drastic improvements in environmental impacts. Without a doubt, it would be among the greatest legacies of Texas Tech University's Fiber and Biopolymer Research Institute."

Through the use of foam application, which saves on water and is more environmentally friendly, researchers hope to make more efficient the process of indigo dyeing of denim, which is one of the largest cost components of denim fabric manufacturing. Indigo dye is

a natural organic dye that has been synthetically produced and used as the main colorant of denim, particularly blue jeans, for more than 100 years, according to Ethridge.

“We are extremely pleased that FBRI has received this major grant from the Wal-Mart Foundation,” said Michael Galyean, dean of the College of Agricultural Sciences and Natural Resources. “This work, which involves collaboration with the industry to develop more cost-effective and environmentally friendly dyeing methods for fabrics, reflects the real-world focus of our scientists at FBRI and their commitment to apply science to everyday life.”

The grant, one of several awarded by the Wal-Mart Foundation, was announced at the company’s U.S. Manufacturing Summit in Denver. Texas Tech’s grant was one of seven awarded by the foundation to various projects.

“We are delighted that FBRI has brought us in as a partner in this important effort,” said Robert V. Duncan, Texas Tech vice president for research. “Coloring cotton is actually a very complex process, and innovations such as foam technology over conventional liquid-phase dyeing may ultimately result in lower process costs and hence a better value for the customer. This application of basic science to achieve better industrial results is exactly the sort of research that we intend to expand upon in the future.”

In addition to Ethridge, other members of the research team include Nouredine Abidi, FBRI director of Biopolymer Research; Howard Malpass, an indigo dye consultant; and several members of American Denimatrix, part of the Plains Cotton Cooperative Association in Littlefield. Those members are Ralph Tharpe, Casey Bownds, Larry Griffin, Gerald Gohlke, Bryan Gregory and Larry Lundberg.

The Fiber and Biopolymer Research Institute, a 110,000-square-foot facility located on East Loop 289 just north of 19th Street, conducts research and testing of natural and man-made fibers in order to increase the use of natural fibers in textile manufacturing in Texas. It also focuses on production and evaluation of yarns and fabrics, alternative textile processing systems, dyeing and finishing of fibers and special yarn and fabric treatments.

FBRI operates under the [Department of Plant and Soil Science](#) under the [College of Agricultural Sciences and Natural Resources](#).

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CONTACT: Dean Ethridge, managing director, Fiber and Biopolymer Research Institute, College of Agricultural Sciences and Natural Resources, Texas Tech University, (806) 834-7484 or dean.ethridge@ttu.edu.



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News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 14, 2014

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Researchers Believe Blood-Sucking Parasitic Eyeworm a Culprit to 2010 Quail Decline

In the summer of 2010, the Rolling Plains of West Texas expected a bumper crop of quail. By October, they nearly had vanished.

Now, as part of the largest quail disease study ever undertaken in the U.S., scientists at The Institute of Environmental and Human Health at Texas Tech University believe they have found a major culprit.

Researchers in the Wildlife Toxicology Laboratory necropsied hundreds of birds throughout a 19-million-acre area of land and discovered large numbers of parasitic eyeworms in many of the birds they sampled.

The study, part of multi-million-dollar Operation Idiopathic Decline and funded by the private Rolling Plains Quail Research Foundation, is titled “Evidence of an *Oxyspirura petrowi* Epizootic in Northern Bobwhites (*Colinus virginianus*) Texas, USA.” It was published in the *Journal of Wildlife Diseases* and provides evidence of how the parasitic outbreak began.

“When we first got into this research project and started peeling back the layers of this onion, we asked if it’s possible for a parasite to move that quickly through a population on a large area,” said Ron Kendall, professor of environmental toxicology at Texas Tech and lead investigator. “And we answered the question. It’s ‘yes.’”

Other researchers include a key collaborator, Alan Fedynich, an associate professor and research scientist at Texas A&M University-Kingsville, a post-doctoral research associate and three doctoral students in the Wildlife Toxicology Laboratory.

Rick Snipes, president of The Rolling Plains Quail Research Foundation, said he was impressed with the researchers’ findings.

“As a result of the massive die-off in 2010, our board of directors made a decision to fund the first disease and parasite study done in the United States in more than 80 years,” Snipes said. “To date, we have invested \$4.3 million in Operation Idiopathic Decline, which includes Dr. Kendall’s work. We are thrilled beyond imagination at the results that he and his research team have discovered, and we plan on supporting it until its completion.”

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Throughout the Rolling plains, Kendall and others found a significant infection rate with the birds they trapped. Kendall said the eyeworm can range in size from about an eighth of an inch to the diameter of a penny. Once inside the birds, they move freely from eye to eye through the sinus cavity, where they suck the blood of the birds, mate and release eggs.

In the paper “Live Eyeworm (*Oxyspirura petrowi*) extraction, in-vitro culture, and Transfer for Experimental Studies” published in the *Journal of Parasitology*, Kendall describes how these parasitic nematodes ingest blood from the quail and feed predominantly in ducts behind the eye, where they can cause severe inflammation and edema from their feeding activities.

“We did a size comparison,” Kendall said “If these parasites were in a human and you compared the size of the quail eye to the human eye, it would be like having a worm about the size of a toothpick behind your eye. Now, imagine having up to 40 or 50 of them in there, and we have seen this in the wild. That could certainly impair your ability to see and cause serious inflammation. And once they’re in there, what we are figuring out is they’re not leaving the eye. They are there to stay. There’s no way for the quail to get these parasites out once they invade the eye.”

Kendall said spring rains in 2010 brought the prairies to life with increased habitat and insect numbers for the quail to eat and, for a time, quail numbers swelled. The Rolling Plains of West Texas are a major stronghold for wild bobwhite quail hunting in the United States, and many communities depend on the economic boost quail hunting brings.

“It was very green and lush, and we had a lot of quail,” he said. “Then, we didn’t have any quail when we approached October 1. We do not believe it had anything to do with habitat. Habitat in 2010 was the best we had seen in many years. It had to be something else. We think infection with these eyeworms can negatively impact vision of quail. These birds need to be 100 percent performance ready to get away from a Cooper’s hawk. If you are a quail in the wild and if you have vision impairment it could negatively impact your ability to get away from a predator.”

Operation Idiopathic Decline began in 2011. The three-year project aimed to discover what might have caused the massive die-off on the Rolling Plains.

“In July of 2010, we had two major rain events of more than five inches each,” he said. “That created a population explosion of insects, particularly crickets, which carry the eyeworm in a larval state. I’m convinced, based on our data, that the conditions may have been right to precipitate a massive insect population explosion, which in turn, created a quail population boom. But there was a catch.”



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Kendall believes that by eating crickets infected with eyeworms, quail were actually swallowing a poisoned pill. Eggs from eyeworms in quail would be left behind in the birds' feces, which in turn would be eaten by more crickets.

“There’s evidence of eyeworms all over the Rolling Plains now,” he said. “We need a cure; we need a strategy to cure it. So we’re in the process of a major research and development effort to find a remedy. There’s been evidence for some time that eyeworms were in the Rolling Plains, but we didn’t know how to assess their potential impact. Maybe this might provide more interpretation of why we have such large cyclic crashes of quail. We don’t know yet. One thing we do know is that there have been increased reports of quail flying into objects, such as barns and houses. This might answer why.”

Watch the video here: <http://youtu.be/nRt44TtIiy4>.

For more information on Operation Idiopathic Decline, visit <http://today.ttu.edu/2013/08/where-have-the-quail-gone/>. For a copy of the research, contact John Davis.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

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News Release

FOR IMMEDIATE RELEASE

DATE: August 15, 2014

CONTACT: Mashairi Halifu, mashairi.halifu@ttu.edu
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Texas Tech Announces New Wind Energy Graduate-Level Credential Program Texas Tech's National Wind Institute has teamed with DNV GL

Texas Tech University's National Wind Institute is collaborating with industry leader and global certification and technical advisory company, DNV GL, to provide an online and in-class credential program.

The program starts Aug. 25 and is available to those who have obtained a bachelor's degree from an accredited university, completed a certificate program application form and been accepted to the Texas Tech Graduate School; undergraduate students are allowed to apply with restrictions.

"DNV GL is proud to partner with Texas Tech University on this important program," said Kevin Smith, Director of Asset Management and Operating Services for DNV GL. "Developing the next generation of wind energy experts is key to harnessing the sustainable power it provides."

The program includes case studies provided by DNV GL which focus on up-to-date issues in the wind power field and will be of interest to wind energy professionals or those interested in the renewable electric power industry. Students receive a graduate credential in wind energy after completing the two specific wind energy classes.

The program offers a technical track designed for professionals working in the technical aspects of the industry such as engineering, manufacturing or design, and a managerial track designed for professionals working in wind farm development, economics or in managerial or supervisory positions.

DNV GL is the world's largest provider of independent renewable energy advice. The recognized authority in onshore wind energy, it also is at the forefront of the offshore wind, wave, tidal and solar sectors.

"I am delighted that our strong research position in wind energy at Texas Tech has led to this graduate credential program," said Robert V. Duncan, Texas Tech's Vice President for Research. "This is an important new educational opportunity as wind energy expands to provide 5% of our national electric energy supply."

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For more information, visit:

http://www.depts.ttu.edu/nwi/education/Grad_cert_DNV_GL_program.php

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Aug. 15, 2014

CONTACT: Patrick Gonzales, patrick.gonzales@ttu.edu
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Texas Tech Students to Partake in Fall 2014 Residence Hall Move-In

WHAT: Fall 2014 Residence Hall Move-In

WHEN: Begins at 10 a.m. Saturday and Sunday (Aug. 16-17)

WHERE: All Texas Tech residence halls

WHO: Thousands of students and their families will begin moving into residence halls this weekend in preparation for the Fall 2014 semester. Residents may move in anytime between this weekend's official openings and the first day of class (Aug. 25).

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



News Release

FOR IMMEDIATE RELEASE

DATE: August 18, 2014

CONTACT: Zoe Bell, zoe.bell@ttu.edu
(806) 742-2136

Texas Tech Hosts Red Raider Palapalooza

The event takes place Aug. 21 as part of Raider Welcome Week.

Texas Tech University's Center for Active Learning and Undergraduate Engagement (CALUE) will host the third annual Red Raider Palapalooza on Aug. 21 as part of Raider Welcome Week.

Raider Welcome is a two-week series of free events designed to welcome new and returning students to the Texas Tech campus.

"The Red Raider Palapalooza is a great opportunity for CALUE to bring awareness to active learning at Texas Tech during the excitement of Welcome Week," Erin Justyna, assistant director for the center for active learning and undergraduate engagement said. "Students have many opportunities on campus to take their degree to the next level, whether in research, service, internships or study abroad."

The Palapalooza will be held from 11 a.m.-1 p.m. at Urbanovsky Park, located off Flint Avenue and 18th Street.

The event will include raffle drawings, music, free food and activities designed to allow students to get to know one another and learn more about the Lubbock community. Campus and community organizations will provide information and giveaways to Texas Tech students throughout the event.

CALUE is committed to supporting and increasing undergraduate participation in active learning at Texas Tech. For more information visit <http://www.calue.ttu.edu>.

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News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 18, 2014

CONTACT: George Watson, george.watson@ttu.edu
(806) 742-2136

Texas Tech Professor Earns Top Honor from Mortar Board

Rawls College of Business professor Francisco Delgadillo presented National Excellence in Advising Award at national conference.

The Texas Tech University Forum Chapter of Mortar Board proved, when it comes to service opportunities, its “bark” is just as good as its bite.

Francisco Delgadillo, an associate professor of practice in the Information Systems and Quantitative Sciences Department of the Rawls College of Business at Texas Tech University and senior advisor for the Texas Tech Forum chapter of Mortar Board, was recently awarded the Excellence in Advising Award by the Mortar Board at its national conference in Atlanta.

The Texas Tech Forum chapter also received the Gold Torch Award for “operations and performance that is significantly higher than the basic expectations,” according to the national Mortar Board. The Forum chapter also was given the Project Excellence Award for its work with Bark in the Park, which promoted the Mortar Board and the campus community as well as its work with the athletic department.

“Our university Mortar Board members came up with exceptional ideas and worked extremely hard all year, so Texas Tech could compete and win at the national level,” Delgadillo said. “Therefore, Forum Chapter members, advisors, and alumni are proud to bring back to Texas Tech three very important national awards.”

Delgadillo was one of four advisors from 250 candidates nationwide to earn the honor after being named to the 2013-14 Texas Tech Student Organization Outstanding Advisor Award. He also has received the Rawls College of Business inaugural Service Excellence Award for 2014.

Francisco’s nomination came from the Texas Tech Mortar Board’s work with the Bark in the Park function where fans were able to bring their dogs to a Texas Tech baseball game during the 2014 season. He also was lauded for his help in solving an officer transition that had become sluggish.

“It's extremely difficult to win these awards since each university is represented by its top seniors based on scholarship, leadership and service,” Delgadillo said. “As you can imagine, every Mortar Board chapter has amazing ideas, projects, guidance, work ethic, and in addition, the advisors and members from every single chapter are very competitive.”

Texas Tech Forum chapter 2013-14 president Christopher Shulman begins the second year of his two-year term as a member of the Mortar Board National Council as student representative.

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News Release

FOR IMMEDIATE RELEASE

DATE: Aug 18, 2014

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech's STEM-CORE Program Announces 21 Newly Named Affiliate Faculty STEM Center for Outreach, Research and Education (STEM-CORE) widens ability to help community.

Officials at Texas Tech University's STEM Center for Outreach, Research & Education (STEM-CORE) announced the addition of 21 additional affiliate faculty to help develop educational and outreach activities that encourage learning and education in science, technology, engineering and mathematics (STEM).

Affiliates were chosen because of their interest in STEM outreach, research and education and because of their willingness to contribute to the goals and mission of the center, said Jerry Dwyer, director of STEM-CORE and a professor of mathematics.

"The group represents all the STEM colleges on campus," he said. "They will meet regularly with STEM-CORE associate directors and assist with developing websites, grant proposals and literature resources for the center. We are proud to add their talent and expertise to our cause, and they will serve as a further resource for the campus community in our efforts to enhance STEM education, outreach and research."

A major campus-wide dialogue on the development of a STEM center began in Fall 2011. This issue was promoted and moved forward with the support of the deans of six colleges at Texas Tech. The resulting STEM-CORE was officially established in Spring 2013.

The center has a vision of being a university-level resource that facilitates collaborative, cross-college and cross-organization STEM education, outreach, research, training and professional development initiatives at all levels of education. The center has six associate directors drawn from the participating colleges and a director chosen from among the associate directors.

For more information on STEM-CORE, visit [this website](#).

New affiliate faculty members are:

- Dan Carpenter, assistant professor in the Department of Curriculum & Instruction

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- Malinda Colwell, associate professor in the Department of Human Development & Family Studies
- John D’Auria, assistant professor in the Department of Chemistry & Biochemistry
- M. Mukaddes Darwish, associate professor in the department of Construction Engineering & Engineering Technology
- Lance Drager, associate professor in the Department of Mathematics & Statistics
- Michael Findlater, assistant professor in the Department of Chemistry & Biochemistry
- Brian Fortney, assistant professor in the Department of Curriculum & Instruction
- Richard Gale, professor in the Department of Electrical & Computer Engineering
- David Lamp, associate professor in the Department of Physics
- Mark McGinley, assistant dean in the Honors College and associate professor in the Department of Biological Sciences
- Nancy McIntyre, professor in the Department of Biological Sciences
- Ali Nejat, assistant professor in the Department of Construction Engineering & Engineering Technology
- Michelle Pantoya, J.W. Wright Endowed Chair Professor in the Department of Mechanical Engineering
- Kendra Rumbaugh, associate professor in the Department of Surgery in the School of Medicine, Texas Tech University Health Sciences Center
- Jyotsna Sharma, assistant professor in the Department of Plant & Soil Science
- Jessica Simpson, assistant librarian at University Libraries
- Jennifer Snead, associate professor in the Department of English
- Tara Stevens, associate professor in the Department of Educational Psychology
- Roman Taraban, professor in the Department of Psychology and adjunct professor in the Department of Speech, Language & Hearing Sciences
- Beth Thacker, associate professor in the Department of Physics
- Brock Williams, professor in the Department of Mathematics & Statistics

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CONTACT; Jerry Dwyer, director of STEM-CORE, Department of Mathematics and Statistics, Texas Tech University, (806) 742-2566 or jerry.dwyer@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: August 19, 2014

CONTACT: George Watson, george.watson@ttu.edu
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Texas Tech Professor Co-Authors Paper Challenging Employee-Retention Practices Report shows reasons employees leave can't necessarily be applied across the board.

Through performance evaluations and exit interviews, employers constantly search for the reasons and methods as to why workers are or are not pleased with their job.

But those strategies may no longer work, according to a Texas Tech University professor and his colleagues.

In their paper, "[Understanding the Drivers of Job Satisfaction of Frontline Service Employees, Learning from Lost Employees.](#)" Mayukh Dass and his team discovered a company's desire to invest in satisfying employees because it helps with retention may be fundamentally flawed. They found through their research that both satisfied and dissatisfied employees are equally likely to quit a company.

"While considering what makes their employees quit, companies should first analyze whether their employees vary in terms of the model of satisfaction formation," said Dass, the J.B. Hoskins associate professor of marketing and the director of the Rawls Business Leadership Program. "This information will be helpful in developing better employee retention programs, and be successful in retaining the best talents."

Dass and his colleagues, which included Piyush Kumar from the University of Georgia and Omer Topaloglu from Eastern Illinois University, took a different approach to studying employee satisfaction. Instead of surveying current employees of a particular company, they studied employees who had recently quit.

They found that those who quit were just as likely to be satisfied with their former employer as they were to be dissatisfied. Furthermore, those who were satisfied were not lured away by better offers from competitors, as the study also found the starting salaries of employees who quit were about the same as what they earned at their previous job.

"The literature implicates job satisfaction as a key antecedent of turnover intentions for existing employees," the paper explains. "Work environment and individual characteristics, in turn, are found to influence satisfaction. However, what is unclear is whether all the employees who actually quit have similar levels of satisfaction."

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Dass' group also discovered another aspect to employee retention that challenges preconceived notions. It is generally assumed the reasons an employee leaves a firm due to dissatisfaction translate all across the employee spectrum. However, Dass and his group discovered the "model of satisfaction formation" can vary from employee to employee.

"In other words, all aspects of the work environment do not affect every employee similarly," Dass said. "Therefore, the specific trigger that precipitates the employee's exit varies substantially.

"I would encourage companies to move away from 'one-size-fits-all' retention programs to more 'multi-dimensional' retention programs."

From these findings, Dass and his group suggest employers alter their assumptions of what makes an employee leave a company, and that they change their employee retention data collection and analysis efforts. Dass said companies may be better off in discovering the motivation to stay or go for each individual employee rather than trying to form one method to a large group.

The research group's suggestion is to start with employees leaving a company to understand their mindset until they actually made the decision to leave.

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News Release

FOR IMMEDIATE RELEASE

DATE: August 20, 2014

CONTACT: K'Leigh Bedingfield, kleigh.bedingfield@ttu.edu
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Texas Tech Students Prepare to 'Wreck 'Em' for Football Season

Red Raiders ready to take over Jones AT&T Stadium with movie night and live music.

It's that time of year again when Red Raider voices billow from Jones AT&T Stadium. The crowd cheers as the Masked Rider rides across the field, the Texas Tech University fight song plays and the football team emerges onto the field pumped up for the first game of the season.

To help students get in the spirit, Texas Tech Athletics, Tech Activities Board and the Center for Campus Life will host a Wreck 'Em Rally on Saturday (Aug. 23) at Jones AT&T Stadium, featuring a message from Texas Tech head football coach Kliff Kingsbury, live music and movie night.

"As a part of Raider Welcome and a new student's first weekend at Texas Tech, we are excited to provide this event as a fun, free and safe opportunity for students to experience university spirit and traditions," said Amy Murphy, dean of students and managing director for Texas Tech's Center for Campus Life. "The first few weeks at a new university can be overwhelming. We want students to have access to unique experiences unlike anything they could participate in outside of their new school. What better place to hang out late at night than Jones AT&T Stadium surrounded by other Red Raider students excited for the upcoming school year."

A Texas Tech student I.D. is required for admission.

Wreck 'Em Rally schedule of events:

- **7-8:30 p.m., RaiderGate, R1 Parking Lot:** The event kicks off with Texas Tech's official student tailgate, complete with inflatables, tailgate games, a DJ and Texas Tech's new StrEat food truck.
- **9-10:30 p.m., Jones Takeover, Jones AT&T Stadium:** Students can enjoy free food and giveaways, and also have the chance to take pictures on the field.
- **10:30-11 p.m., Wreck 'Em Rally, Jones AT&T Stadium:** Students will have the opportunity to learn game-day chants and traditions from the spirit squads, the Goin' Band from Raiderland, and hear from Kingsbury and Texas Tech head soccer coach Tom Stone.

- **11 p.m. – Midnight, Jason Boland and the Stragglers, Jones AT&T Stadium:** The Texas Country band will perform a private concert for students.
- **Midnight – 2 a.m., Movie Night at the Jones, Jones AT&T Stadium:** Wreck ‘Em Rally will finish with the new movie release “Draft Day” on the Jones AT&T Stadium video board.

For more information, visit Texas Tech’s Tech Activities Board [website](#).

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CONTACT: Dinah Goodson, assistant director of promotions and fan engagement, Texas Tech Athletics, (806) 742-1195 or dinah.goodson@ttu.edu; Jon Mark Bernal, unit associate director, Tech Activities Board, Texas Tech University, (806) 742-4708 or jm.bernal@ttu.edu; Amy Murphy, dean of students/managing director, Center for Campus Life, Texas Tech University, (806) 742-5433 or amy.murphy@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Aug. 21, 2014

CONTACT: Zoe Bell, zoe.bell@ttu.edu
(806) 742-2136

Hydraulic Fracturing Conference to Provide Info Session for Investors, Landowners

Join experts as they advise on rights as a landowner, investment opportunities and economic benefits.

WHAT: Hydraulic Fracturing: A Guide for Investors and Landowners

WHEN: 1:30-5 p.m., Thursday (Sept. 4)

WHERE: Overton Hotel, 2322 Mac Davis Lane

WHO: Registration for this session is \$50. Session presentations include an overview of hydraulic fracturing, investing and landowner rights, public understanding and opinion on hydraulic fracturing, the economic impact of the Permian Basin's oil and gas industry, the FRACKS of life and panel discussion and question-and-answer session with presenters.

This session is part of the Fracturing Impacts and Technologies Conference, hosted by the Air & Waste Management Association and Texas Tech University. For more information visit the event [website](#).

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CONTACT: Kay Tindle, director of research development, Office of the Vice President for Research, Texas Tech University, (806) 834-5582 or rdt.vpr@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 22, 2014

CONTACT: George Watson, george.watson@ttu.edu
(806) 742-2136

Raider Red Meats Hosting Fourth Annual Barbecue Cookoff

The event is sponsored by the International Barbecue Cookers Association.

Raider Red Meats, a part of the [Meat Science and Muscle Biology](#) program of the [Department of Animal and Food Sciences](#) at Texas Tech University, is hosting its fourth annual Raider Red Meats BBQ Cookoff on Sept. 5-6.

The cookoff is open to anyone who wants to enter and will be held in the S1 parking lot at the corner of Texas Tech Parkway and Marsha Sharp Freeway, north of the Texas Tech soccer fields and west of University Medical Center. Entry fee is \$125 per team.

“We were excited about the event’s success last year,” Raider Red Meats director Tate Corliss said. “This is becoming a great tradition for Texas Tech and Red Raider Meats.”

There will be four competition categories: beans, chicken, ribs and brisket.

Check-in and set-up begin at noon Friday (Sept. 5) with a cooks meeting at 7 p.m. Judging begins on Saturday (Sept. 6) with beans at 11 a.m., chicken at noon, ribs at 1 p.m. and brisket at 3 p.m. Winners will be announced at 5 p.m.

For more information or to download the registration form for the cookoff, go to raiderredmeats.com.

Organizers are also looking for volunteer judges for the event. To volunteer, contact Mackenzie Langemeier at mackenzie.langemeier@ttu.edu.

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CONTACT: Tate Corliss, director, Raider Red Meats, Department of Animal and Food Sciences, College of Agricultural Sciences and Natural Resources, Texas Tech University, (806) 834-16-10 or tate.corliss@ttu.edu.

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Advisory

FOR IMMEDIATE RELEASE

DATE: August 22, 2014

CONTACT: K'Leigh Bedingfield, kleigh.bedingfield@ttu.edu
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Texas Tech Promotes Diversity through Comedy and Laughter

“The Most Races Show on Earth” delivers unique multicultural stand-up performances with well-known comedians.

WHAT: “The Most Races Show on Earth” comedy show

WHEN: 7 p.m., Tuesday (Aug. 26)

WHERE: Texas Tech University Student Union Building – Allen Theater

Despite culture, creed or color, Texas Tech University’s Cross-Cultural Academic Advancement Center is making an effort to unite diverse communities through comedy and laughter at 7 p.m. Tuesday (Aug. 26) in the Allen Theater for the “Most Races Show on Earth” comedy show.

Four well-known comedians of different nationalities are scheduled to perform: Neil Bansil (creator and producer of “The Most Races Show on Earth”), Mia Jackson (Oxygen’s “Girls Behaving Badly”), Dave Merheje and Noah Gardenswartz (NBC’s “Stand-up for Diversity”). Comedians are given 15-20 minutes to deliver their material of choice, offering a fast-paced show of filler-free comedy. Texas Tech’s very own improv comedy team, Flying Tortillas, also will perform during the show.

The show’s goal is to bring diverse people together to laugh, explore and encourage diversity and promote a deeper understanding and appreciation for people from all backgrounds.

After the show the comedians will take questions from students and discuss their own unique views regarding race and comedy.

Admission is free and open to the public.

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CONTACT: Ricky Sherfield, lead coordinator, Cross-Cultural Academic Advancement Center, Texas Tech University, (806) 742-8681 or ricky.sherfield@ttu.edu.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Aug. 25, 2014

CONTACT: Zoe Bell, zoe.bell@ttu.edu
(806) 742-2136

Texas Tech Hosts Community-Wide Reception to Celebrate Recent Innovation and Economic Prosperity University Designation

WHAT: Join President M. Duane Nellis, his wife Ruthie and other Texas Tech and community officials for a reception celebrating Texas Tech University's recent designation as an Innovation and Economic Prosperity University granted by the Association of Public and Land-Grant Universities.

WHEN: 3:30 p.m., Wednesday (Aug. 27)

WHERE: McKenzie-Merket Alumni Center, 17th Street and University Avenue

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



TEXAS TECH UNIVERSITY™

Advisory

FOR IMMEDIATE RELEASE

DATE: Aug. 25, 2014

CONTACT: Mashairi Halifu, mashairi.halifu@ttu.edu
(806) 742-2136

Texas Tech University President Welcomes Students Back at Picnic

- WHAT: Picnic with the President
- WHEN: 11:30 a.m. – 1 p.m. Wednesday (Aug. 27)
- WHERE: North Plaza, Student Union Building
- EVENT: President M. Duane Nellis, his wife Ruthie and Texas Tech administrators welcome students back to campus with the annual Picnic with the President.

All students are encouraged to enjoy the fellowship and free food served by the President and his leadership team.

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



TEXAS TECH UNIVERSITY SYSTEM™

FOR IMMEDIATE RELEASE

DATE: Aug. 27, 2014
CONTACT: Jaryn Kilmer, jaryn.kilmer@ttu.edu
(806) 742-0057

Texas Tech Celebrates “Texas Rising” Public Art

WHAT: Ceremony introducing “Texas Rising”
WHEN: 7 p.m., Friday (Aug. 29)
WHERE: 1700 Texas Tech Parkway (Texas Tech Parkway and Indiana Ave.)
North Courtyard, West Village Complex
Texas Tech University
EVENT: Officials and guests of the Texas Tech University System will officially celebrate the latest addition to the public art program, “Texas Rising.”

The stainless steel sculpture uses cutout symbols and colorful LED lights to depict images that relate to Texas Tech traditions and campus life. It is located outside The West Village housing community, Texas Tech’s newest housing complex, structured for graduate and upper-level students.

Artists Joe O’Connell and Blessing Hancock of Tucson, Arizona. will be in attendance at the ceremony and will describe the inspiration and process behind the creation of the piece. Public Art Manager Emily Wilkinson will provide remarks and introductions.

Artists will be available for media immediately following the event or by request. Parking will be available in Lot C-17, located east of the TTU Federal Credit Union.

CONTACT: Emily Wilkinson, public art manager, Office of Facilities, Planning and Construction, Texas Tech University System, (806) 742-2116, emily.wilkinson@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 28, 2014

CONTACT: Zoe Bell, zoe.bell@ttu.edu
(806) 742-2136

Texas Tech Recreation Center Hosts Triathlon The 15th annual Rec Triathlon takes place in September.

Texas Tech University's Rec Sports will host its annual triathlon sponsored by the Texas Tech Federal Credit Union. The triathlon takes place at 7:30 a.m. Saturday (Sep. 7) at the Robert H. Ewalt Student Recreation Center, located on Main Street just east of Indiana Avenue.

This event consists of both a competitive division and recreational division. The competitive division consists of a 400-meter swim, 12-mile cycle and 2.5-mile run, while the recreational division consists of a 300-meter swim, 9-mile cycle and 2-mile run. Both divisions are open to both individuals, men and women, as well as teams.

The swim will take place in the leisure pool and lap lanes, while cycling laps and a run will be performed throughout campus.

“This triathlon will challenge the first-time triathlete as well as the seasoned veteran. Come and enjoy camaraderie on our fun, chip-timed course,” said Scott Layher, assistant director of Texas Tech Rec Sports.

Entry fees are \$33 for Texas Tech individuals and \$43 for community individuals. Texas Tech teams are \$60 and community teams are \$80.

Entries are due by Tuesday (Sep. 2.) Any competitors who register after Sept. 2 will not be seeded for the swim section of the triathlon.

For more information or to register online visit
<http://www.dept.ttu.edu/recsports/specialevents/triathlon.php>.

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CONTACT: Scott Layher, assistant director, Rec Sports, Texas Tech University,
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News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 29, 2014

CONTACT: Jaryn Kilmer, jaryn.kilmer@ttu.edu
806-742-0057

Public Art Brings Campus Traditions to Light

Texas Tech University System officials and guests celebrated Friday (Aug. 29) the newest and brightest addition to the public art program, Texas Rising.

Located in the north courtyard outside of the new West Village housing complex (1700 Texas Tech Parkway), stainless steel sculptures depict stars emerging from the ground, the largest standing 18-feet tall.

The sculptures are lit from within with colorful LED lights and use cutout symbols that cast intricate shadows and portray symbols and icons relating to Texas Tech and campus life.

Artists Joe O’Connell and Blessing Hancock of Tucson, Arizona, teamed up to create the pieces and said they were inspired by the school spirit at Texas Tech.

“My first several visits to campus included a gameday Friday and Halloween,” Hancock said. “The atmosphere was electric and offered an invaluable education into the character of this university and its students. Texas Rising reflects these impressions of campus life and how they are a dynamic and fundamental aspect of the student experience. The sculpture draws inspiration from the strong Texas Tech lineage and traditions evident throughout campus.”

O’Connell said although the cutouts portray invaluable rituals of students, the meaning of the sculptures goes beyond that.

“We wanted to play on the idea of rising growth,” he said. “As a university develops or a student goes through the college experience, the way the pieces rise out of the ground expresses the idea of stars rising up – slowly and with work. The icons are metaphors for knowledge and allow the pieces to root the university in its physical and metaphorical setting.”

One of the pieces incorporates touch sensors that allow the color of the lights to be changed, encouraging viewers to interact with the sculpture. Both artists said they hope the pieces will be a gathering place for students and a place people will want to visit again and again.

“I like to have pieces with multiple layers of meaning,” O’Connell said. “Texas Rising will have a different meaning from 50 feet away than from 10 feet away and will give a different perspective each time you visit.”

Visitors to the sculptures are encouraged to look for “secret symbols,” including a Double-T, victory bell and an old-fashioned farm windmill.

Hancock and O’Connell have created several public artworks for clients in North America, Europe and Asia throughout their careers, including several projects in Texas. The artists were selected from 59 applicants for the \$485,000 project as part of the Texas Tech University System Public Art Program.

The TTU System's Public Art Program was initiated by the Board of Regents in 1998 as an investment in the campus environments at each of its institutions. Through the program, public artworks are funded using one percent of the estimated total cost of each new major capital project. Since then, 98 items created by some of today’s leading artists have been added to the TTU System’s campuses.

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News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 29, 2014

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Texas Tech Dean of Libraries Embarks on New Chapter

Donald Dyal, retiring after 13 years, led the University Libraries into a digital age of learning and research.

Perhaps it takes a leader with an appreciation for history to bring a time-honored institution, into the modern age. On his day of retirement, Texas Tech University Libraries Dean Donald Dyal believes he has accomplished that goal.

“This isn’t your father’s library,” he said.

New Beginnings

Hired by former provost John Burns in 2001, Dyal came to Texas Tech following a 28-year career in College Station.

“I earned my doctorate in history from Texas A&M, where I also ran the rare book library and archives,” Dyal said. “The dean kept me busy with many of his administrative duties, and I paid attention.”

With that experience, Dyal realized he could make a career as a dean himself.

Though he came from an environment where he collected, lended and preserved books, Dyal accepted the position at Texas Tech and headed in an entirely new direction.

“When I arrived, it was all about books, a warehouse for keeping books,” Dyal said. “I told everyone ‘what we need – is a revolution.’”

Service Oriented

One source defines a library as an “organized collection of information, made accessible for reference or borrowing.” Dyal, however, recognized that information is not necessarily confined to books, magazines and papers. Sometimes that includes images, audio recordings, video clips and film, among other things. No matter the media, Dyal kept an open mind.

“We acquire, manipulate and preserve stuff,” Dyal said. “Our mission remains the same, but we take a service-oriented approach. It’s a better way of doing business.”

Thirteen years later, Texas Tech students, faculty and staff can enjoy a variety of additional services, from computers loaded with software to a repository full of maps and government documents. The Illiad/Document Delivery system can retrieve and/or scan documents, audio or visual files from within the Texas Tech University Libraries or request them from another location. And, if a guest still needs help getting what they need, they can request assistance from a personal librarian each an expert in their chosen field.

“The world has changed and we’ve changed with it,” Dyal said. “You can now do just about everything online. You don’t even have to be in the building.”

So, if it’s all online, what are students physically doing when they walk through the doors?

Dyal says in addition to research and taking advantage of university Wi-Fi, the building is centrally located on campus and almost always open, making it the perfect place for students to meet and get things done. With that, an opportunity presented itself, and GroupWorks was born.

[GroupWorks](#) is an innovative group study area that facilitates collaboration, interaction and teamwork with the integration of furniture and technology. Users can plug-in their devices at 11 media conferencing tables complete with video and audio technology to share information across the table or Skype with a partner across cyberspace.

“The internet and technology have had a major impact on how our students and faculty find and access information,” said Provost Lawrence Schovanec. “Because of Dean Dyal’s innovative leadership and the work of his staff, our library is still the most used facility on campus. Dean Dyal deserves much credit for how the quality and manner of library services have evolved and kept pace with Texas Tech’s ambitions to be a ‘Tier One’ institution.”

“If you build it, they will come.”

Dyal said identifying problems and implementing solutions is his strength, and the building – his second home. He takes pride in knowing that education and career goals are being realized here. And to that end, he made another observation.

“Students in the College of Media & Communication had nowhere to go to check out recording devices to do their projects,” Dyal said. “So we spent a lot of money acquiring audio and video equipment for that reason. In fact, there are now courses built around the services we offer, such as video editing.”

Dyal also noted many performance/theater majors on campus need a digital recording of themselves to get a job. Or, students may want to rehearse speeches and presentations for playback.

“There was no place to do these things on campus,” Dyal said. “The student has already paid thousands in tuition, and hiring a private company to put together a file for vita would cost thousands more. It just didn’t seem right.”

Dyal found generous donors to support a solution, leading to the establishment of the [Crossroads Recording Studio](#) in the library basement. The state-of-the-art professional recording studio has the ability to record 32 tracks of digital audio, and is free for all students faculty and staff.

“I knew it would be useful, but I didn’t expect it would be this wildly successful,” Dyal said. “It’s booked solid, weeks in advance.”

Award-winning Endeavor

With so many new services, Dyal knew it would take more than word of mouth to inform the masses. So he established the library’s own marketing department under the direction of Kaley Daniel. Dyal says such a department is rare for university libraries, but it has proven results.

“I would tell Kaley what needed to happen and she made it happen,” Dyal said. “She has some talented people over there, including a full-time graphics artist and a full-time videographer. That department has won prestigious awards.”

Dyal said Daniel documented services increased in usage by double-digit percentages immediately following each marketing campaign. With that, Dyal said, the marketing department has paid for itself.

Turning the Page

In his youth, Dyal developed a fascination for exploring old vessels along the California coast, including two tall sailing ships once used by the [Alaska Packers Association](#) (APA). Now, in an office surrounded by maritime memorabilia, he looks forward to solving yet another problem.

“No one has ever written a book about the APA,” Dyal said. “They have a history I find interesting, so I’m going to finish writing that book.”

The APA formed in 1891 at the very beginning of the Alaska salmon industry. In the early 1900s, that industry grew to be among the largest on the west coast. And while the APA is long gone, their efforts are now a part of several modern-day corporations including ConAgra, Trident Seafoods and Del Monte Foods.

In addition to boats, Dyal sees planes, trains and automobiles in his future. He and wife Lila have six children and 17 grandchildren. Only a handful live in Lubbock, so he says travel is most likely a certainty.

Wherever his travels may lead, Texas Tech President M. Duane Nellis says Dyal's influence leaves Red Raiders with a valuable legacy.

"Don Dyal will forever have an imprint on the university library," Nellis said. "Because of his innovative approaches through the use of technology and staying at the forefront of the latest advancements, our students have an environment that lends to academic success."



News Release

FOR IMMEDIATE RELEASE

DATE: August 29, 2014

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Texas Tech's Masked Rider Celebrates 60th Anniversary

From its bold beginning, the program has evolved into one of the most recognizable mascots in the country.

This year marks the 60th anniversary of one of Texas Tech University's most storied traditions—the Masked Rider.

As football season begins Saturday, Red Raider fans across the nation anxiously wait for the first ride of the season. The crowd roars “Raider Power,” the Goin’ Band from Raiderland plays the fight song and the rifles shoot, signaling the official start of Red Raider football.

One of those fans excited for that first ride of the season is Mackenzie White, this year's Masked Rider.

White and her horse Fearless Champion will make their debut Saturday at Jones AT&T Stadium for the Texas Tech-Central Arkansas game.

“I'm excited and nervous all at the same time,” she said. “I've heard from past riders that there's nothing like it in the world. It's completely inexplicable.”

The Masked Rider tradition debuted in 1954 at the Gator Bowl in Jacksonville, Fla., after Texas Tech football coach DeWitt Weaver thought the team needed a mascot. When the late Joe Kirk Fulton and his horse made their bold appearance that New Year's Day, Red Raider fans stood stunned in disbelief of the magnificent entrance. After that game, the Masked Rider was ingrained as a Texas Tech tradition.

“The Masked Rider has become one of the most recognizable mascots in the country,” said Stephanie Rhode, Spirit Program director. “I think it's important that we gather together and pay homage to the men and women who built this tradition which, started as a student dare and has evolved into the majestic and iconic symbol of Texas Tech University.”

White, a junior from Marble Falls, grew up around horses her whole life. Her love for Texas Tech and horses helped foster her goal to become the Masked Rider. She is now proud to be an ambassador for the university.

“My goal as this year’s Masked Rider is to do my best representing Texas Tech,” White said. “When fans come up to me and Fearless Champion, I want them to have a memorable experience. I want Texas Tech alums to feel proud of their university, knowing that it still stands for the same honor and integrity it did while they were in school.”

Serving as the 53rd Masked Rider, White looks forward to the 60th anniversary celebration. She says this year will be all about embracing the program, recognizing how it has evolved over the years and how loved the tradition still is today.

To celebrate the Masked Rider’s 60th anniversary, Texas Tech’s Spirit Program will host a celebration Sept. 13, inviting former riders to be recognized on the field at Jones AT&T Stadium before the Texas Tech-Arkansas game.

“This year is a special year,” White said. “I’m so proud to be a part of this tradition, and I look forward to what’s in store for this year.”

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

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| | |
|---|---------------------|
| TABLE OF CONTENTS | |
| Web Stories and Features | |
| 2014 | |
| | |
| August | |
| Title | Writer |
| Brazilian Students First to Attend Texas Tech from Partnering Program | K'Leigh Bedingfield |
| Chinese Nuclear Energy Expert Trying to Develop Clean, Safe Technology | George Watson |
| Do You Know what We Did This Summer? | Patrick Gonzales |
| Goats Could Be Answer to Food Insecurity from Lack of Iron in Diet for Malawian Villagers | George Watson |
| South Plains Students Attend 15th Annual Back to School Fiesta | K'Leigh Bedingfield |
| Student Spotlight: Sean Donahue | Zoe Bell |
| Texas Tech Alumnus Competes on "America's Got Talent" | Zoe Bell |
| Texas Tech Professors Promoting Farms, Ranches Through Web, Social Media | George Watson |
| Texas Tech Professors Take Communication Angle to HPV Prevention | George Watson |
| Texas Tech Radio Station Emphasizes Arts, Culture in Lubbock Area | K'Leigh Bedingfield |
| Texas Tech Students Return and Are Excited for the New School Year | K'Leigh Bedingfield |
| Texas Tech University Graduate Featured in Feature-Length Documentary | George Watson |
| | |



Web Only

Brazilian Students First to Attend Texas Tech from Partnering Program

Two graduates from Texas Tech University ISD in Brazil
look forward to a high-quality college education.

By K'Leigh Bedingfield

As college freshmen packed up their belongings and embarked on new adventures, two students from Brazil left their homes for the United States to begin college careers at Texas Tech University.

After earning their high school diplomas from Texas Tech University ISD (TTUISD), an online-based education program, they knew continuing at Texas Tech would be their foot in the door for a quality education.

Bruno Saliba Helmer, 18, and Victor Lima Castro dos Santos, 18, grew up in Brazil looking forward to studying in the U.S. It wasn't until TTUISD they realized they could earn an American education from home.

"I always wanted to study in the U.S., and TTUISD allowed me to do so," Helmer said. "I could see a big difference in the quality of education between Brazil and the United States."

Texas Tech University ISD enables students to earn their high school diplomas no matter where "here" is. Since its beginning in 1993, TTUISD has served more than 300,000 students from 54 countries and counting.

The K-12 education system provides print-based materials for elementary students and online-based materials for middle and high school students around the world. From champion surfers to actors/actresses, models and those who live in different parts of the world, students can earn their diplomas from any possible location.

One of TTUISD's biggest international partnerships is with Brazil, where the school serves more than 2,000 students.

Helmer and Santos are the first two Brazilian students from TTUISD to enroll at Texas Tech for their college education.

"These young men are pioneers in choosing to come to our university from TTUISD's Brazil program," said Sam Oswald, executive director of TTUISD. "We are proud to have them attend Texas Tech this semester. We expect many more students to follow in their footsteps."

The students, who are the first in their families to leave the country, had mixed feelings about leaving home but look forward to their futures.

“Unlike other students, we’re not able to just go home on the weekends,” Santos said. “It’s not easy to leave your family but we’re both still excited to be here.”

When they first arrived, they got a good dose of southern hospitality.

“Texans are seriously the best,” Helmer said. “They are lot like Brazilians because of how friendly and warm they are. When I first arrived at Red Raider Camp everyone was so nice and welcoming to me.”

Helmer and Santos hope other students from Brazil will attend Texas Tech.

Texas Tech President M. Duane Nellis has similar aspirations. After recently visiting the TTUISD program in Brazil, he was proud to see how excited Brazilian students are about Texas Tech.

“Diversity is something we strive for at Texas Tech,” Nellis said. “The TTUISD students in Brazil are so proud to be a part of this system, and I hope they continue to pursue higher education. With these two students bridging the gap between TTUISD in Brazil and Texas Tech, I look forward to more international students encouraged to do the same.”

Helmer and Santos credit TTUISD for their opportunities to attend Texas Tech. By graduating from the program in Brazil, they feel prepared for their college careers.

“Because of TTUISD and Texas Tech, I am living the dream,” Santos said. “Coming to Texas Tech is and will be a great experience. Whenever I look back after graduation, I will be able to say that everything was worth it. Earning a diploma with Texas Tech will give me a bright future.”



Web Only

Chinese Nuclear Energy Expert Trying to Develop Clean, Safe Technology

Ning Li with the Xiamen University School of Energy Research presents lecture on methods, technologies available to create viable, safe nuclear power.

By George Watson

When most people in the world think of nuclear power, thoughts of Chernobyl or the Fukushima plant in Japan damaged by an earthquake come to mind.

But professor Ning Li with the Xiamen University School of Energy Research in China told a group of Texas Tech University students and faculty this week of his and his school's efforts to create viable, safe nuclear energy, and that essentially all sources of energy come from a nuclear reaction of some sort.

In his lecture, titled "The Power to Change the World – Search for Clean, Safe and Competitive Energy," Ning presented his views on the evolution of power generation technologies, the rise and fall of primary energies (coal, natural gas, petroleum) and the energy hierarchy based on origin and transformation.

"It takes two or three decades for new technology to mature and saturate the market," Ning said. "It is a good time to work on energy and power generation technology."

Ning, who attended the University of California-Santa Barbara with current Texas Tech vice president for research, Robert V. Duncan, and the School of Energy Research at Xiamen University are working toward developing traveling wave reactors, which can convert material more efficiently into sustainable energy through nuclear transmutation without uranium enrichment or reprocessing.

Instead, the traveling wave reactor uses depleted uranium, natural uranium or spent fuel from light water reactors – Ning said there is enough of outside the Paducah (Kentucky) Gaseous Diffusion Plant to power the U.S. for two centuries – to produce power. He said the fuel burns so deep and the reactor is cooled such that the technology is safer than nuclear technology used today.

The name, traveling wave reactor, comes from the fact that the fission reaction doesn't happen throughout the entire fuel core but is confined to a zone that slowly advances throughout the core. In theory, a traveling wave reactor could run, self-sustained, for long periods of time without refueling or removing spent fuel from the reactor.

The goal, Ning said, is to wean countries off fossil fuels such as coal and oil. His work has the backing of billionaire Microsoft inventor Bill Gates.

“If it takes off, it will reduce the need for coal very fast,” Ning said.

Ning has worked extensively in the field of nuclear energy, from his time at Los Alamos National Laboratory in New Mexico to helping start the Xiamen University School of Energy Research in 2007. At Los Alamos, he worked on developing nuclear coolant technology that would help accelerate fuel burn-off into nuclear waste, thus reducing the half-life of the nuclear fuel.

He is director of Asia development for TerraPower, a nuclear reactor design company in Washington that works with traveling wave reactors, and is a member of the expert committee for China’s State Nuclear Power Technology Corporation.

Ning has extensive experience in nuclear energy technology and fuel cycle research and development and has participated in several U.S. civilian nuclear programs.

In his energy hierarchy, Ning explains that energy is derived from two kinds of nuclear reactions – fusion and fission. Nuclear fusion ultimately resulted in fossil fuels, from which roughly 95 percent of the power used by the U.S. is derived. The rest comes from sources derived from nuclear fission.

Ning said another reason the world needs to explore safer, cleaner nuclear energy is the effect on the environment from the use of fossil fuels, citing the increase in carbon dioxide gas, or greenhouse gas, causing global warming.

“We already live in the current of nuclear energy use because everything we use is nuclear based,” Ning said.



Web Only

Do You Know What We Did This Summer?

From national honors to a new food truck, Texas Tech stayed busy over summer break.

By Patrick Gonzales

Welcome back to campus, Red Raiders. We've missed you.

A lot of great things happened at Texas Tech University while you were away on summer break, including national honors bestowed on the university, the opening of a new student housing complex and the unveiling of a new food truck. Yes, you read correctly ... a new food truck!

But don't worry. We have you covered. Here is a recap of some of the great things that happened on campus over the summer:

Texas Tech Named Great College to Work For®

Texas Tech was recognized as one of the nation's Great Colleges to Work For® by The Chronicle of Higher Education.

Through surveys, Texas Tech was chosen as one of 92 universities in the nation that excels in areas such as leadership, careers, workplace and compensation in the work environment.

[Read more.](#)

Texas Tech Recognized for Economic Development Efforts

Texas Tech was designated as an Innovation and Economic Prosperity (IEP) University by the Association of Public and Land-grant Universities (APLU).

The designation, which recognizes the university's engagement in an array of economic development efforts, was announced by APLU officials on July 10.

[Read more.](#)

TTUISD Named One of the Nation's Top Online Schools

Texas Tech Independent School District (TTUISD) recently was ranked as one of the Best Online Schools in the nation. Coming in at No. 18 overall and fourth among online programs affiliated with a public university, TTUISD was the highest-ranked program in Texas.

[Read more.](#)

Texas Tech Sets Summer Enrollment Record

Texas Tech set a record for summer enrollment with 11,605 students enrolled as of the 15th day of classes.

The number exceeds the previous mark of 11,316, set in 2012.

[Read more.](#)

Robert Duncan Discusses New Role, Goals as System Chancellor

A Red Raider alumnus is coming back home to fulfill his duty as the fourth chancellor of the Texas Tech University System.

With a family history of leadership at Texas Tech, Sen. Robert Duncan said he's excited about his next career opportunity, which officially began July 7.

[Read more.](#)

Texas Tech Unveils New Student Housing Complex

Texas Tech celebrated the completion of the West Village student housing complex with an official ribbon-cutting ceremony.

Located east of Knoxville Avenue in the triangle bounded by 19th Street and Texas Tech Parkway, the 234,501-square-foot complex offers a choice of 61 one-bedroom units, 47 two-bedroom units and 75 four-bedroom units ideally structured for upperclassmen and graduate students.

[Read more.](#)

Texas Tech Unveils New One-of-a-Kind Food Truck

Texas Tech's Hospitality Services is adding a new feature to campus with its StrEat food truck, the first school-owned food truck in the Big 12 Conference.

A branch of the established StrEat eatery in Texas Tech's Student Union Building (SUB), the food truck offers a unique, on-the-go menu with a variety of flavors.

[Read more.](#)

Student-Run Sportscast Picked up by Fox Sports

The Double T Insider, a student-run sportscast produced in a partnership between the Texas Tech College of Media & Communication and the athletic department, will air this season on both Fox College Sports and Fox Sports Southwest.

[Read more.](#)

Texas Tech Baseball Competes in College World Series

Learn more about the road that led to Omaha, and what Texas Tech's first appearance at the



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College World Series meant for the university and for Lubbock.

[View video.](#)

Texas Tech Named a Most Influential College in Social Media

Texas Tech's social media presence has been ranked among the top in the country, according to [CollegeAtlas.org](#).

The website ranks colleges according to individual social media platforms as well as overall social media influence and engagement.

[Read more.](#)



Web Only

Goats Could Be Answer to Food Insecurity from Lack of Iron in Diet for Malawian Villagers

A team of Texas Tech researchers have returned from African country where a program which combats food insecurity by providing goat meat has had tremendous success.

By George Watson

While sitting in two different seminars about five or six years ago, Mark Miller began to wonder if a big problem throughout parts of Africa couldn't have a fairly simple solution.

The seminars dealt with iron deficiency in women and children, which prevented them from generating healthy blood to fight off diseases such as malaria. Not even iron supplements made a difference, so after learning more regarding the deaths of these women and children due to iron deficiency, Miller, a professor of animal and food science at Texas Tech University, developed a plan that may have just saved villages in the country of Malawi.

Miller's solution? Goats.

"I teach in my class that many of the women in the United States are iron deficient, and some of them are anemic and need to eat more red meat," said Miller, who also is the San Antonio Stock Show and Rodeo Distinguished Chair in Meat Science. "Red meat is really good for you. It gives you iron, B vitamins, zinc and many other micronutrients – all the things you don't get with chicken or other meat products."

Miller and colleague Malinda Colwell, a professor of human development and family studies, helped institute a sustainable goat production program at the Circle of Hope Grace Center campus in Malawi, Africa, believing the theory of red meat from goats could solve the rampant iron deficiency in the country and, thus, help increase health.

Last month, Miller, Colwell and their fellow researchers from the International Center for Food Industry Excellence returned from Malawi where they saw results of their efforts first-hand.

"The very first day we got there you could just see in the kids the visible improvement in their health," Colwell said. "Before, a lot of them had distended bellies and large cheeks, but now they have a much more typically developed body structure, and we saw a lot more interaction among the kids, more playing and more physical activity than we'd seen in the past. That's exciting."

Nutritionally deficient

Due to the AIDS pandemic, which Miller said wiped out a large part of the Malawian population between the ages of 17 and 30, the knowledge of animal husbandry from when villagers raised cattle all but disappeared. Because of that, goats were selected as an easier method of re-introducing red meat into their diets.

With the help of the Circle of Hope International, which provides care for Malawian orphans and encourages community development, as well as funding assistance from the Rotary Club International and Texas Tech, Miller and Colwell went to Malawi to not only feed the women and children red meat from goats, but also to teach them how to raise the animals in order to have a steady supply.

First, however, the Texas Tech group established a physical ability baseline for the villagers. That's where Colwell came in, taking the lead in studying behavioral changes in the women and children from before the goats were introduced to afterward.

"When you're lacking iron, you're very listless and don't have much energy," she said. "You see that in children. Preschoolers are usually among the most active people developmentally, and (Malawi children) were all sitting down, falling asleep on the ground and not paying attention in school."

A lack of important micronutrients leads to food insecurity, and in this case the lack of iron results in low hemoglobin levels in the human blood stream. Low hemoglobin levels cause listlessness and a lack of energy because muscles don't receive the appropriate amount of oxygen. Miller said the prevalence of malaria in Africa, which attacks red blood cells, resulted in numerous deaths in those Malawians already too weak to fight it.

The consumption of red meat from goats improves the health of red blood cells and is why, Miller said, citizens in other African countries like Kenya survived malaria outbreak at a higher rate. Raising goats for food is much more common in Kenya.

Beginning of change

The Malawians didn't take to the project right away, Miller said, because resources were limited. Maintaining a goat herd requires food and water, which was scarce for the Malawians themselves much less for any livestock. Plus, water is also needed to raise traditional corn crops that provided a main source of food, a corn-based paste called Nsima.

"They weren't eating but once a week or twice a week themselves, so how often would they let the goats out to eat?" Miller said. "They kept the goats penned up from predators or from someone stealing them, and there was not water in the pen for them. If the women are hauling water on their heads to keep their family alive, how much are they going to do that for the goats?"

Eventually, however, the effort caught on. A selected group of 34 women of childbearing age and 47 children ages 2-5 were the central focus of the experiment. The Texas Tech team took basic measures of their social, emotional, physical and cognitive and pre-language development to track changes as they were fed goat meat.



TEXAS TECH UNIVERSITY

The results were almost instantaneous. Six weeks into the experiment, there was significant physical change in both the children and the women. When other villages noticed the difference, the interest as well as the importance of maintaining a goat herd grew. It also became a source of income as some villagers sold goats for roughly \$50-\$60 (Malawians earn about 60 cents per day).

“When they saw the results ... they saw the goats as life,” Miller said.

Colwell said she and Miller continued to receive reports every three months, and the longer the program went, the healthier the Malawian women and children became.

“One of the things we found was the kids interacting with one another and how aggressive they were,” said Colwell, pointing out that the aggression was not violent but normal aggressive behavior exhibited by healthy preschoolers.

“It was appropriately developmental aggression. It showed they had the energy to engage. The children are showing increased social interactions, increase in physical agility and attention.”

One year later

Miller and Colwell returned from a 10-day trip to Malawi in late July, and both were ecstatic about not only how far the program and the Malawians have come in a year, but what the future holds.

“From the standpoint of the production of the goat herd ... we’ve seen amazing improvement in the last year,” Miller said. “The good thing about that is that they’ve had all this improvement and we aren’t there. We’ve been able to see those improvements and changes because of the education and the training that was implemented while our students were there, and then they’ve implemented it themselves.”

Part of the trip also involved meeting with faculty and administrators from a pair of Malawian universities along with the Rotarians and the Circle of Hope to discuss the next steps in the project. But the Malawians are so excited about what has happened so far, Miller said, that they want to start taking bigger steps.

“We were kind of shocked, in a positive way, that when we were having the meeting the University of Malawi came in with a list of items, wanting to do this, wanting to put people here,” Miller said. “They feel they can have a permanent staff here, students here and do all these things, so in the future we’ll be able to have extension-type activities. We’ll be able to train people in many villages across the area and the region about how to grow and develop goat herds, why they need them and how frequent they need to consume the goat meat to make sure their health is improving.”

Miller said the Malawians are so committed to this project they’ve taken a building at one of the universities that was being renovated for other uses and dedicated it to this project, designating office spaces and classroom space within the building.

“The people from the Malawi universities see the effects of the goat meat consumption, too,” Colwell said. “They can help us disseminate that knowledge throughout the country and villages. Once that’s done, they can make recommendations for the amount of goat meat that needs to be consumed, and hopefully we’ll see healthier development across multiple villages.”

Colwell and Miller said that in the fall they also hope to bring some Malawian officials to Texas Tech to help train and educate them about the program so that there can be permanent program directors in Malawi year-round. It would be a partnership between Texas Tech, the two Malawian universities, the Circle of Hope and Rotary International, but Miller and Colwell must first get approval from Texas Tech.

Colwell and Miller said the Circle of Hope has been crucial in helping his group earn the trust of the Malawian people, and that hopefully the program can be expanded to other villages as well. Their goal is to raise \$10,000, which would help expand the program by supplying five additional villages with 50 goats each.

They added that for the project to continue 10 years from now that it has to have the cooperation of the Malawi people, who have been tremendously receptive so far. But if the project ends in 10 years, which he doesn’t anticipate because, “We don’t see food insecurity and iron deficiency going away,” it will be because the goat herds have grown exponentially and the Malawians have become self-sufficient in raising and consuming red meat.

“If we can teach them to sustainably raise these goats, then they can get that red meat in their diet, and that can have a huge impact on their quality of life, their sustainability of life and their healthfulness,” Miller said. “That’s basically what the project is all about.”

And this is just the beginning.



Web Only

South Plains Students Attend 15th Annual Back to School Fiesta

Students receive free school supplies while learning about educational resources on Texas Tech's campus.

By K'Leigh Bedingfield

Thousands of K-12 students from the South Plains area plowed through Texas Tech University's Student Union Building recently for the 15th annual Back to School Fiesta (BTSF), an event that provides students with educational resources and school supplies for the upcoming year.

Hosted by Texas Tech's [Office of Community Engagement](#) along with the [Office of the President](#) and [Division of Institutional Diversity, Equity and Community Engagement](#), the event began in the summer of 2000, serving only 300 students and their families in a parking lot, but has grown and expanded over the years.

"We had a phenomenal turnout for the 15th annual Back to School Fiesta," Heather Martinez, director of Texas Tech's Office of Community Engagement. "Through the generosity of Texas Tech and its community partners and volunteers, we were able to make a difference in the lives of thousands of people."

"If we can change just one life and get them excited about education and taking another step toward becoming a Red Raider, then we are doing our job."

Students who attended BTSF received backpacks filled with school supplies while they learned about educational resources on campus and participated in activities such as a Texas Tech athlete meet and greet, climbing a rockwall with Lubbock's YWCA, driving remote-controlled robots and learning chess techniques with Texas Tech's Chess program.

Texas Tech officials hope this event encourages students at a young age to pursue higher education.

"Back to School Fiesta is about showing the community and our K-12 students why we believe that 'From Here, It's Possible,' and making them feel as though they are a part of the Red Raider family," said Mari Samarripas, section coordinator of the Office of Community Engagement. "It's an opportunity that provides more than free school supplies and giveaways, but an opportunity to share the Red Raider spirit that is welcoming, opportunistic and exciting."



Web Only

Student Spotlight: Sean Donahue

Twenty-six years after high school graduation, Donahue will obtain his Texas Tech degree.

By Zoe Bell

For Sean Donahue, the road to graduation took longer than most. But on Saturday (Aug. 9), 26 years after completing high school, he will receive his bachelor's degree in university studies from Texas Tech University.

Donahue began his pursuit for a college degree in 1988, and after a variety of factors left him just short of graduation, he returned to Texas Tech in January 2014. His long road will end Saturday at United Supermarkets Arena when he partakes in summer commencement ceremonies.

“Finishing my degree is the culmination of hard work,” Donahue said. “It is like a first drink of water after a hard day’s work in the sun—not only refreshing but satisfying.”

After graduating in 1988 from Fairview Park High School in Ohio, Donahue attended college in New York but wasn’t happy with his experience and the distance from his home. He moved to Texas and worked for Radio Shack until 1991 when his sister passed away from cancer.

“This gave me the motivation to go back to school,” Donahue said. “I came to Texas Tech in 1992 and bounced around from business to mass communications until the birth of my daughter Shelby.”

In order to support his new family, Donahue left school only a few hours short of graduation to work full-time. He currently is the director of digital media and special projects for the Lubbock area at Wilks Broadcasting.

Donahue said he decided to return to Texas Tech after talking with JoAnn Grant, professor in the College of Media & Communications, during halftime of a Texas Tech football game, and Todd Chambers, department chairperson for journalism and electronic media, at the KTXT reunion. Both professors encouraged Donahue to become a part of the social media graduate program that was being created at the time.

Chambers said he has known Sean for several years and had him speak to several of his classes.

“I knew he had worked at KTXT-FM when he was in school; but had forgotten just how involved he was,” Chambers said. “Honestly, when I learned he was still needing a handful of credits, I encouraged him to wrap up his degree and then consider pursuing our graduate

program. I've been fortunate to see him on a couple of occasions in the past few months and have smiled every time I have seen him – just knowing about this wonderful accomplishment.”

Donahue, 44, completed 16 of his last 19 hours online with a 4.0 GPA and said this experience has taught him anything can be achieved with the right support.

“If it was not for the support from my wife, family, friends and some great Texas Tech professors, I may have not attempted this challenge,” he said.

Donahue's family includes wife, Joanna, and kids, Shelby, 15, and Ryan, 12. Joanna graduated Texas Tech in 2008 with a degree in public relations.

“When I started back, my wife bought me a Texas Tech Alumni sticker to put on my car and told me I could not put it on until I graduated,” he said. “She tacked the sticker right above my computer in my sight line. Whenever I passed my computer and thought of taking a day off, I would see the sticker and sit down to get back to work.”

Through the opportunities Texas Tech has provided, Donahue helped the University Medical Center Children's Hospital raise \$3,400,000 with the KLLL Children's Miracle Network Radiothon. He also has accepted awards from both the Texas Special Olympics and the Children's Miracle Network International Radio Awards.

Donahue said after searching for a university that felt like home, he decided to come to Texas Tech after falling in love with the city of Lubbock.

“It was big enough so I did not feel like I was trapped and small enough where, when you did good things, people noticed,” he said.

Donahue has many tips for those returning to school to finish their degrees, including setting a block of time each day to focus on your goal, setting your ambitions in front of you and communicating what your goals are with your advisors.

“No one will ever be able to take this accomplishment from me,” Donahue said. “And I can say with pride, I am a Red Raider.”

What has been your favorite memory at Texas Tech?

My favorite memories are in the old KTXT studios, from the 88-hour radiothon, pizza with fellow disc jockeys, to bands to stopping by like Spilling Poetry and the Nixons.

What is your favorite spot on campus?

Just outside Jones AT&T Stadium as the band is leaving after a Texas Tech victory, as they march back through campus.

What is your favorite Texas Tech tradition?



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Hearing those Victory Bells ring after any Red Raider win, especially against Texas A&M or Texas

What do you love most about being a Red Raider?

Nothing is easy for us. In athletics, academics and any other pursuit, we are challenged by those who may have been given the easy road. But when Red Raiders win—and in the end we will—being a Red Raider means you earned it.



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Texas Tech Alumnus Competes on “America’s Got Talent”

Phillip Wainwright performed in a theatrical stunt-fighting and dance group on popular reality entertainment show.

By Zoe Bell

For one Red Raider alumnus, the dance education he received at Texas Tech University just might make him a celebrity.

Phillip Wainwright, a 2012 honors college graduate, performed in the dance group Mothmen on the reality television show “America’s Got Talent.” The group made it to the quarterfinals of the competition, before being eliminated.

“America’s Got Talent is an eye-opening experience,” Wainwright said. “Being led backstage, through Radio City Music Hall, and getting put up in ‘ritzy’ hotels in New York and Beverly Hills really gives you perspective on how the commercial and reality TV worlds work.”

Mothmen is a theatrical stunt-fighting and dance group from the stage show “Beautiful: A Cirque-Tale of how the Butterfly got her wings.” In the show, the Mothmen served as the villains and performed martial arts, gymnastic tumbling and dance skills.

Originating from all over the country, Mothmen members first met three days before their audition for “America’s Got Talent.” The participants range in age from 18 to 35 and have spent most of their lives training and dreaming of performing on television.

“For ‘America’s Got Talent,’ the two directors of ‘Beautiful’, Jason Whicker and Jennifer Kelly, also performed on stage,” Wainwright said. “They decided to spice things up with a hip-hop style and some effects for television. Jason’s forte is aerial harness, so that’s where all the flying comes from.”

While at Texas Tech, Wainwright majored in psychology with a double minor in dance and Japanese. He chose Texas Tech after receiving a scholarship and is happy with his college experience.

“The things that kept me there were other warm-hearted students, a home-away-from-home feeling, and a wide-open campus with fresh air,” he said.

Wainwright was very involved on campus. He conducted experimental research in the Department of Psychology, completed community service for exemplary programs, was president of Dancers With Soul – the Texas Tech hip-hop team, and spent at least 14 hours per week rehearsing for dance department performances.

Wainwright's dance career started out as a hobby, but it was during his time at Texas Tech that he was given the opportunity to participate in a master-class taught by the internationally renowned dance team, Pilobolus. From that class, his love of dance deepened, and he became president of Dancers With Soul.

He currently is making the move from his hometown of Austin to Los Angeles. This past year, he spent his time teaching dance classes of all genres including salsa, swing, hip-hop, contact improvisation and Texas two-step.

Wainwright said his favorite part of his "America's Got Talent" experience was meeting all of the other talented individuals from other acts on the show.

"There are shining personalities everywhere and abilities that can wow you even with just their warm-ups," he said. "Connecting with people like that is rewarding no matter what kind of person you are."

From developing time-management skills and budgeting to training for compositional dance works and pedagogical hip-hop instruction, Wainwright said Texas Tech set him up for a bright future.

"Attending Texas Tech helped me accomplish the same goal that every university should strive for its students," he said. "It gave me the foundation to become a successful person in the career of my choice."

For more information on Mothmen you can watch the founders of the dance troop on YouTube at <https://www.youtube.com/watch?v=3i5sMVT9Gls&feature=youtu.be>.

To view the Mothmen's "America's Got Talent" performance visit <http://www.nbc.com/americas-got-talent/cast/season-9/mothmen-dance>.

What is your favorite spot on campus?

The fountain located in the English and education building courtyard

What is your favorite Texas Tech tradition?

Easy, the Saddle Tramps.

What is your favorite thing about being a Red Raider?

Knowing that I am more capable and intelligent than I am expected to be. Red Raiders are a stronger breed than others realize. Fight, fight!

What is your favorite Texas Tech memory?

Rushing the field after beating The University of Texas my freshman year. Twice!



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Texas Tech Professors Promoting Farms, Ranches Through Web, Social Media

Beyond the Farm Gate introduces farmers and ranchers to methods of growing their business and the best practices to use on the information superhighway.

By George Watson

The Texas landscape is lined with small, two-lane highways like small blood vessels branching off of veins and arteries, connecting virtually every town in the state to another. They're called Farm-to-Market roads, and back in the day they were the main thoroughfares allowing farmers and ranchers to bring their goods to the market to sell.

Today, however, goods and services tend to move faster on the information superhighway than they do the back roads of the state, and it is that method of commerce two Texas Tech University professors are promoting to help those in the agricultural industries improve their business.

Thanks to a grant from the U.S. Department of Agriculture's Beginning Farmers and Ranchers Program, Erica Irlbeck, an assistant professor of agricultural communications, and Courtney Meyers, an associate professor in agricultural communications in the Texas Tech College of Agricultural Sciences and Natural Resources, developed a series of seminars called Beyond the Farm Gate.

Beyond the Farm Gate was designed to help teach those in agriculture-related businesses how to best utilize the Internet, from creating websites to promotion on social media platforms to helping those businesses grow and prosper.

"We've seen the agricultural industry take ahold of this and use social media as a way to communicate the message of agriculture," Irlbeck said. "So many people just don't understand it, didn't grow up around it or don't understand what it's about. They've seen a movie about farming or read a book about a farm, and their knowledge is based off what they've read."

"So I think it's great that social media is being used to tell the story of agriculture and talk about the family farm, what they're doing every day and why they do things a certain way. A lot of farmers and ranchers are out there blogging every day or on Facebook or tweeting every single day."

Irlbeck and Meyers held one of their seminars at the end of July, drawing interest from those who run companies that support farmers and ranchers, to those looking to promote their small farms, to communications professionals looking for better ways to expand their company's reach.

Irlbeck concentrated on the social media aspect, discussing everything from which platforms would work best for certain business to how best to keep those platforms fresh as well as what attracts viewers the most.

She showed those in attendance the best way to not only attract followers but to keep them coming back and having them spread the word, whether it's on other social media platforms or simply by word of mouth.

Above all, she stressed that planning is the key and that social media strategies need to be planned and executed with the same attention to detail as traditional marketing campaigns. She stressed that everyone involved in the company should be involved with the social media aspect, and that proper planning helps avoid mishaps that could lead to new planning or unforeseen adjustments to the current plan.

“With social media you can see that it's only getting bigger and bigger and being used more and more to promote the agricultural industry for smaller business,” Irlbeck said.

Meyers spent the second half of the seminar discussing websites, their usefulness in promoting businesses and the best ways farmers and ranchers can use them..

Her lecture covered everything from website benefits to principles of design and functionality, content management and promotion of the site on social media.

“Consumers today are very interested in where their food comes from,” Meyers said, “and farmers and ranchers can leverage these online tools to answer questions, address concerns, and provide their perspective of the industry.”

In terms of benefits, Meyers said having a website allows businesses to control the amount and style of content that can be updated as needed while adding value to the company's products.

Items discussed under content ranged from a synopsis of the company to contact info, a list of products and services offered, history of the company, frequently asked questions and testimonials. Meyers also showed ways to promote the business on the site through social media and ways to incorporate the website on mobile platforms such as tablets and smartphones.

Maybe the most important aspect of the website, Meyers said, is the design, and she follows four key elements – contrast, repetition, alignment and proximity. Contrast deals with making sure two similar elements on the site are as different as possible. Repetition calls for consistency between pages to aid in navigation. Alignment calls for design elements to line up vertically and horizontally, while proximity suggests grouping like elements together so they are easier to find.

Meyers also covered other platforms such as blogs, and how best to create and maintain effective and attractive blogs, and also dealt with search engine optimization (SEO) that allows potential customers to easily find a business when searching through Google, Yahoo or other like search engines.



TEXAS TECH UNIVERSITY

“Websites and blogs are particularly useful,” Meyers said. “Most people are accustomed to searching the web for information, so farmers and ranchers can use websites and blogs to inform, persuade, and even change behavior.”

As far as what’s next, Irlbeck said that the public will just have to wait and see. But by getting the farming and ranching industry up to speed on current technology, she and Meyers will be ready for whatever comes down the road, whether it’s technological or traversed on four wheels.

“It will just continue to grow and change and be more efficient,” Irlbeck said.



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Texas Tech Professors Take Communication Angle to HPV Prevention

Professors hope that better informed parents and children can help increase immunization for virus that causes cervical, other types of cancers.

By George Watson

Even with the widespread prevalence of HPV, the thought of children taking the vaccine carries a stigma for some parents because they must admit their son or daughter has become, or is close to becoming, sexually active.

It's that information roadblock a pair of Texas Tech University professors are working to overcome by taking more of a communication angle rather than a medical one to spread the word that getting young people vaccinated is a good thing.

"There are studies that show that those who do get vaccinated have lower rates of HPV," said Professor Rebecca Ortiz in the Texas Tech College of Media & Communication. "There seems to be enough literature to say it's effective, that it really does do what it's supposed to, and yet, there's this confusion about getting it. There are some people who are just not comfortable with vaccinations, or there also is an issue with the fact it is directly related to a sexually transmitted disease."

To overcome that stigma, Ortiz and colleague Autumn Shafer, also a professor in Media & Communication, have studied the most effective ways to spread the message that the HPV vaccine provides numerous benefits to young girls and boys.

Overcoming misinformation

Neither Shafer nor Ortiz particularly specialized in health-related communication or public relations when their study began. The partnership started when both attended a seminar at the University of North Carolina, where both professors earned their doctorate degrees.

The summit dealt with cervical cancer, and numerous doctors, health practitioners, nurses and community health workers were in attendance.

"They wanted to know tips on talking with parents about the vaccine," Shafer said. "So I was the communication person there to talk about messaging."

Shafer said HPV is so common roughly 80 percent of sexually active people will contract it in their lifetime, though in most cases it clears up on its own.

Shafer and Ortiz left the summit wanting to discover why parents didn't take more advantage of a readily available HPV vaccine, the virus that can lead to cervical cancer in women. With the help of a grant, they developed a study where, over the course of three

months in four North Carolina counties, communication on the benefits of HPV vaccination were increased in hopes of educating parents about the vaccine for girls. Shafer said the vaccine, at this point in 2009, had not been approved for boys.

The duo worked with doctors, sent out messages, put up posters, distributed brochures, all in an effort to increase communication of the virus and its vaccine. Shafer and Ortiz also worked with the state health department to access vaccination records to determine patterns before, during and after the study.

“We were able to show that in two of the four counties, the messages statistically did increase vaccination rates, and those were the two most rural counties where we really were able to saturate the messages,” Shafer said. “The other two counties didn’t decline, but they didn’t have a statistical increase. Those were the two larger counties, and we think we just didn’t get the message saturated enough.”

Once the HPV vaccine was approved for boys, Shafer and Ortiz started a second project to study the effectiveness of the message on males. First was the effort to make sure parents knew the vaccine was available for boys since HPV is largely considered to affect just females.

In this study, Shafer and Ortiz worked with a clinical doctor in North Carolina. They’d spend 10-15 minutes asking parents and their kids to look at messages and provide feedback.

“Where the projects before were focused on talking to the parents, now we’re working on some projects where we’re talking directly to the teens,” Ortiz said. “We find, increasingly so, especially in certain populations, that a lot of these kids are making their own health care decisions themselves. We’ve got a couple of collection projects now and we’re in the middle of data collection on one of them to see what are the strategies we can use so that the kids can be just as informed, or more informed, than the parents.”

Bringing it to Lubbock

The research grant for Shafer’s and Ortiz’s second study conducted in North Carolina ended in June, but the project is still ongoing, collecting data in an extension of the grant at no cost. She said they’re hopeful to have all data in hand by December and present final numbers then.

Currently, they are assisting Texas Tech Dean of Students Amy Murphy, who serves as the managing director of the Center for Campus Life, in research to prevent sexual assault. But they’d love someday to continue their HPV research in Lubbock and Texas Tech.

“We know there are a lot of people in Lubbock and from the surrounding communities that get health care in Lubbock who could benefit from this type of information,” Shafer said.

The advantage the two had in North Carolina that they would have to build in Lubbock would be working directly with a physician or possibly with faculty from the Texas Tech Health Sciences Center in order to have access to vaccination records. They’ve also made connections with physicians in Houston and are exploring a grant to conduct the same study in connection with the MD Anderson Cancer Center.



TEXAS TECH UNIVERSITY

Shafer said that, as of 2012, studies show that about 54 percent of females had received at least one dose of the vaccine, but only a third of females had received all three doses.

“What’s important to understand about the vaccine is that you need to get it before you’re sexually active for it to be effective,” Ortiz said.

“The point is to get it done,” Shafer added. “That’s one of the things we’re trying to communicate. Getting the vaccine when you’re young is vital.”



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Texas Tech Radio Station Emphasizes Arts, Culture in Lubbock Area

KTTZ radio makes a strong effort to provide local music and news 24/7.

By K'Leigh Bedingfield

When Texas Tech University President M. Duane Nellis has time to listen to the radio, his dial is usually set to Texas Tech's Public Media (TTPM) radio station KTTZ-FM 89.1.

From classical music and movie scores to National Public Radio (NPR) and the British Broadcasting Corporation (BBC), KTTZ provides an array of talk radio and music for the South Plains area and beyond.

The radio station, which began in 1987, reaches more than 70,000 listeners in addition to its Internet audience with its HD2 and HD3 channels (playing NPR and BBC networking 24/7) through iTunes and Windows Media.

"Texas Tech Public Media is a great asset to this university," Nellis said. "With a great outreach through radio, we are able to provide intellectual art and culture with classical music, and news through NPR and the BBC networks from right here on campus.

"I'm a personal fan of KTTZ radio, and it's the station you will most often find me listening to."

The station makes a strong effort to keep its music local. Station manager Clint Barrick, an alumnus of Texas Tech's School of Music and a classical pianist, purposely selects classical music from the Lubbock area to promote the local culture.

"I believe that public radio is essential to the life of a university, and I also believe that public radio is essential to the arts and cultural life of a community," Barrick said. "It's what we do, it's our passion. That's why Texas Tech Public Media is so important."

The station also provides news and updates about Texas Tech with its newest addition "Inside Texas Tech," a four-minute show on Wednesday mornings and afternoons about what's happening on campus.

"Texas Tech Public Media is one of those hidden gems on campus, but we have had so many great supporters over the years who have helped keep this going," said Robert Giovannetti, director of TTPM. "Thankfully with the support from President Nellis, we continually have been able to provide radio, right here in Lubbock."

After celebrating its 25th anniversary last year, Giovannetti is excited about the future of TTPM, and said the radio station wants to provide an increased amount of local programming, while continuing to provide intellectual art and culture through classical music.

“We have had great supporters over the years,” Giovannetti said. “Their continued support has enabled us to do many things. We are a strong part of this community, and we will continue to be through our local programming. That’s what makes this station so special.”



Web Only

Texas Tech Students Return and Are Excited for the New School Year

Students move into residence halls and are looking forward to meeting new people and independence as a college student.

By K'Leigh Bedingfield

Thousands of Texas Tech University students over the weekend loaded up their vehicles, said goodbye to their parents and moved into their new homes to prepare for the upcoming school year.

We caught up with a handful of students who participated in Fall 2014 Residence Hall Move-in.

McKenna Dunham

Age: 18

Hometown: Muleshoe

Classification: freshman

Major: nutrition

What are you most looking forward to this semester?

Rushing for a sorority, adjusting to the new life as a college student and, of course, Red Raider football.

What is the one thing you brought that you could not live without?

Every single piece of clothing I own.

Why did you choose Texas Tech?

I have been a Red Raider fan my whole life, so I just knew Texas Tech was the university for me.

Jordan Brown

Age: 22

Hometown: Longview

Classification: senior

Major: theater arts

What are you most looking forward to this semester?

I'm excited to experience campus life all over again for the last time. I always look forward to meeting new people and the excitement of living on campus. It's so much fun.

What is the one thing you brought that you could not live without?

I could not leave my laptop behind.

Why did you choose Texas Tech?

I chose Texas Tech because of its well-known theater program. The Visual and Performing Arts program is amazing, and I have learned so much. Hopefully after graduation, I'll be able to move to California and work in film/television because of the education I received here.

Michael Coffman

Age: 18

Hometown: Dallas

Classification: sophomore

Major: chemistry and business

What are you most looking forward to this semester?

I am looking forward the new experiences I'll have and the newfound independence everyone looks forward to as a college student.

What is the one thing you brought that you could not live without?

I had to bring my popcorn maker.

Why did you choose Texas Tech?

Other universities don't allow as many options and opportunities that Texas Tech does. I looked at other schools, but none of them seemed like the right fit.

Blessing Adetomiwa

Age: 22

Hometown: Arlington

Classification: junior

Major: human sciences

What are you most looking forward to this semester?

I'm excited to apply for nursing school and get everything ready for that. I'm nervous about it, but I'm also excited. I'm also looking forward to the next chapter in my life.

What is the one thing you brought that you could not live without?

I couldn't leave my phone behind, because it has all of my music on it. I cannot live without my music.

Why did you choose Texas Tech?

When I was choosing where to go to college, I felt like Texas Tech had the best to offer for me. It's cost efficient and there are so many opportunities as a student here.

Griffin Petrich

Age: 18



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Hometown: Midland

Classification: freshman

Major: agricultural business

What are you most looking forward to this semester?

Moving on to the next chapter in my life. I'm also looking forward to meeting new people and being independent.

What is the one thing you brought that you could not live without?

I could not leave home without bringing all of my pairs of boots.

Why did you choose Texas Tech?

Texas Tech is a family tradition. My dad played football here, and my mom went to school here as well. I also love being close to home.

Karen Reyes

Age: 22

Hometown: Houston

Classification: junior (transfer student)

Major: political science

What are you most looking forward to this semester?

Coming from a smaller college, you don't get the full college experience like what you can have here at Texas Tech. I'm looking forward to that experience and the connections I'll have with meeting new people.

What is the one thing you brought that you could not live without?

I could not leave my cell phone behind, because I wouldn't be able to keep in touch with my family as well.

Why did you choose Texas Tech?

Ever since I was in the eighth grade, all I ever heard my teachers talk about was how great Texas Tech was. Choosing Texas Tech was an absolute no-brainer for me.

Mykel Warrick

Age: 19

Hometown: Midland

Classification: sophomore

Major: finance

What are you most looking forward to this semester?

Coming back as a sophomore, I'm looking forward to reconnecting with my friends the most.

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What is the one thing you brought that you could not live without?

I would be in trouble if I left my car behind. I wouldn't be able to get around.

Why did you choose Texas Tech?

The school spirit is what made me choose Texas Tech. There is so much spirit here, which makes going to college a blast.



Web Only

Texas Tech University Graduate Featured in Feature-Length Documentary

Brad Bellah is one of several farmers, ranchers from across the country whose lives were focus of film from Academy Award-winning director James Moll.

By George Watson

Brad Bellah always knew he'd be back home one day, operating the family ranching and farming business in Throckmorton County.

The sixth-generation cattle rancher didn't think, however, it would be right after his 2009 graduation from Texas Tech University with a bachelor's degree in agricultural communications.

"That's just how it worked out and it's been a good deal so far," Bellah said. "(My parents) always had a place here for me but they wanted it to be my decision as to when and if I came home. But I knew there would always be a place and there was never any pressure."

By joining the family business at such a young age, however, the 27-year-old-Bellah became part of a select group of young individuals trying to forge a career in a profession that is not only aging – the film says the average age for a farmer in America is 60 – but lacks all the glamour or promise of wealth that engineering, business or the oil and gas industry offers.

Yet, farming and ranching remains essential to the good of the country, and Bellah was recently featured in the documentary film "Farmland," which was directed by Academy Award-winner James Mill. The film shows the successes and struggles of several young farmers and ranchers who represent the next generation of food and textile producers in the United States.

"I really, really liked it and thought that the producers of the movie did a really good job of depicting things that people who have decided to farm go through," said Erica Irlbeck, an assistant professor of agricultural communications at Texas Tech. "It's not easy to just one day say you're going to start farming. I thought it was a very accurate representation of what farmers and ranchers go through, and the thing that I like is they had a lot of different geographic areas represented."

In addition to Bellah's ranch in Throckmorton County, located approximately 180 miles east of Lubbock, the film also featured farmers and ranchers in Pennsylvania, California, Nebraska, Georgia and Minnesota, all with their unique challenges to making ends meet.

Bellah, like most farmers and ranchers, grew up in the family business, which has holdings in both Throckmorton and neighboring Haskell counties. Bellah's family business operates

about 75 percent ranching, with between 5,000 and 10,000 head of beef cattle depending on availability, and 25 percent cultivation. He said it's much different, however, when you have your own money on the line.

"It's always rewarding with the markets and the decent weather we've been having," Bellah said. "It's even been rewarding through the drought that we're still in – hopefully on the tail end of it. There's definitely been some changes and when you grow up there's going to be some changes. You see different sides, the good side."

In terms of the movie, Bellah said he was pleasantly surprised with how it turned out, knowing only that the film crew asked to come out to his ranch to watch him work without hinting at the tone the movie would take. The drought was a big part of the movie that Bellah talked extensively about.

"I was very pleased with the final result," Bellah said. "It told my story perfectly, but my story is the same as a lot of 20-somethings who return to the family ranch. We all have a lot of commitment there, and I think the movie told our story right."

Irlbeck said she sees numerous students in her classes who come from farming backgrounds, and that the number of those who earn a degree and return to the family business is increasing somewhat. Those who don't have the background and try to get into farming or ranching, however, face a large uphill battle.

In addition to buying or leasing land to farm or raise livestock, there are input costs, such as securing and operating equipment. Then, there's the knowledge that must be gained that those who have a background in farming or ranching have instinctively.

"In the movie there was an example of the dad telling his sons to get out and go do something else," Irlbeck said. "Be a doctor, be whatever. The sons ignored him and they all came back. A lot of times it depends on the family, and it depends on the kids, too."

Irlbeck and Bellah agreed the film also did a good job exploring some of the controversies with farming and ranching, such as use of federally approved chemicals on crops vs. growing things organically, plus the issue of animal cruelty.

"There are always bad players in every industry," Irlbeck said. "Ours is no different. The movie talked about the treatment of the animals, caring for them and things like that. I was glad they included that message in the movie."

Bellah said he was glad the movie showed the challenges farmers and ranchers face but also showed the rewards that can be had. He added it's important that the movie connects with its viewers and everyone can relate to the subject being presented.

"At the same time, I think consumers are able to realize that all methods of agriculture are safe and reliable, and that they have choices," Bellah said. "The American consumer has choices the rest of the world doesn't have. I hope they recognize that and are appreciative of the choices that are available."

For more information on "Farmland," go to www.farmlandfilm.com.