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Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 2, 2015

CONTACT: Emily Gardner, emily.e.gardner@ttu.edu
(806) 742-2136

Texas Tech Begins African-American History Month Lecture Series

Tavis Smiley discusses his new book on Martin Luther King, Jr.

WHAT: Tavis Smiley, a New York Times best-selling author and broadcaster, opens the third African-American History Month Lecture Series by discussing his new book “Death of a King.”

WHEN: 7 p.m. Thursday (Feb. 5)

WHERE: Helen DeVitt Jones Auditorium, Museum of Texas Tech, 3301 Fourth St.

WHO: Smiley hosts the late-night talk show “Tavis Smiley” on PBS, “The Tavis Smiley Show” for Public Radio International and “Tavis Talks,” the daily online radio program on the Tavis Smiley Network on BlogTalk Radio. He has written 16 books, his most recent being “Death of a King,” released in September.

“Death of a King” focuses on the last year of Martin Luther King’s life, which is the focus of Smiley’s talk.

The event is free and open to the public.

The African-American History Month Lecture Series is sponsored by the [Office of the President](#), the [Office of the Provost](#) and [the Division of Institutional Diversity, Equity and Community Engagement](#).

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

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News Release

FOR IMMEDIATE RELEASE

DATE: Jan. 28, 2015

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Trayvon Martin's Father Scheduled to Visit Texas Tech for Black Excellence Gala
The Iota Upsilon Chapter of Kappa Alpha Psi Fraternity Inc. is hosting its annual event.

With African-American History month nearing, Texas Tech's Iota Upsilon Chapter of [Kappa Alpha Psi Fraternity Inc.](#) is preparing for its annual Black Excellence Gala at 6:45 p.m. Feb. 19 at the Lubbock Civic Center. The gala will celebrate African-American lives through poetry, music and live performances.

This year, Tracy Martin, father of the late Trayvon Martin, will be the keynote speaker and speak on the importance of African-American lives and bring awareness about the African-American population in the Texas Tech and Lubbock communities.

"We are more than excited to bring Tracy Martin to Texas Tech to aid in the efforts of diversity the university is working toward," said Bobby Akinboro, social chairman of the Kappa Alpha Psi fraternity. "We hope this event brings about a revitalization of humanity of all people, no matter race."

The doors open at 6:30 p.m. and formal attire is required for the event.

Tickets must be purchased in advance to attend the gala. Cost of attendance is \$20 for students, \$30 for faculty and staff and \$40 for the Lubbock community. Tickets can be purchased through Akinboro.

The gala will begin with a dinner, followed by live performances and a scholarship presentation in honor of Raymond J. Martin, a Texas Tech graduate student and Kappa Alpha Psi member who died of liver cancer in 2010.

"The commitment the men of Kappa Alpha Psi have made to emphasize the importance of community service, social welfare and academic scholarship reinforces the university's dedication to student success," said Harriette Baker, assistant director of Texas Tech's fraternity and sorority life. "It is important for the student leaders at Texas Tech to take the time each year to remind the greater university community of our shared responsibility to uphold the principles and values the organization and institution were founded on."

The Iota Upsilon Chapter of Kappa Alpha Psi, founded in 1979, strives to leave long-lasting impacts through community service, events and social activities.

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Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 2, 2015

CONTACT: Matthew Matherly, matthew.matherly@ttu.edu
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Well-Known Physicist Brings Multimedia Performances to Texas Tech

Texas Tech is sponsoring “Icarus at the Edge of Time” for thousands of area students.

WHAT: “Icarus at the Edge of Time” tells the story of a young boy who leaves his family’s space shuttle to explore a black hole. The multimedia performance includes a full orchestra composed of Texas Tech University faculty and other professional musicians with a musical score by Philip Glass and a state-of-the-art digital film. Noted physicist Brian Greene will do the narration.

WHEN: 9:30 a.m. and 1:30 p.m. Wednesday (Feb. 4)

WHERE: City Bank Auditorium, 2720 Drive of Champions

EVENT: Brian Greene is an internationally renowned physicist, who has appeared on several talk shows including “The Colbert Report” and “The Late Show with David Letterman.” He is the author of “Icarus,” the book on which the performance is based.

About 3,500 area students will be attending, so the performance is not open to the public. Interested media can attend either of the shows; photography is allowed, but no flash. Brian Greene will also be available for interviews. To reserve a seat or set up an interview with Greene, contact Zaida Gracia, assistant academic dean and director of special projects in the College of Engineering, at (806) 834-6184 or zaida.gracia@ttu.edu.

For more information on “Icarus,” watch the [trailer](#), read a [review](#) or go to Brian Greene’s [website](#).

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

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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 3, 2015

CONTACT: George Watson, george.watson@ttu.edu
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Architecture Graduate Student Wins Prestigious Award from Texas AIA Chapter Richard Lucio is honored for his work on urban design.

Richard Lucio, a graduate student in the Texas Tech University [College of Architecture](#), was recently awarded the Student Design Honor Award by the Fort Worth chapter of the American Institute of Architects.

Lucio, a native of Ackerly, was honored for his work entitled “Reclaiming Urban Ecologies,” which is part of the college’s Urban Design Studio led by assistant professor Jeffrey S. Nesbit. The studio examines the growth of Shanghai, China as it continues to build on lush surrounding marshlands in the Yangtze Delta, and students are tasked with addressing the myriad of concerns about the city’s growth.

“Winning a statewide design competition is an honor that extends beyond personal accomplishment,” Lucio said. “Gaining recognition for Texas Tech and progressive leadership within the College of Architecture brings accolades to the potential that resides in this institution.”

In Lucio’s project, he proposes the reclaiming of the marshland ecologies through horizontal manipulation by alleviating water pollution in a five-stage filtering process along the Huangpu River. The five stages are sediment ponds, terraced wetland, filtering wetland bands, sand for filtering water and cleansed water reservoirs.

Nesbit said the Huangpu River is one of the most polluted bodies of water in the world thanks to agricultural waste, sewage discharge and industrial dumping. But with a population of more than 22 million, the city is taking over these marshlands.

“The primary emphasis of Richard’s proposal is to reintroduce natural marshland ecologies to cultivate landscape contexts that are native to Shanghai and demonstrates methods for natural water purification processes,” Nesbit said. “Furthermore, the proposal reinforces the argument against the drivers of capitalistic development pressures and allows for more fertile, future urban growth.”

Lucio said winning the award gives him a sense of accomplishment but also motivation to continue his project after graduation.

“Achieving the AIA Fort Worth Student Design Honor Award motivates an optimistic attitude on the impact I may have on the design community as I transition between my graduate studies into a professional career,” Lucio said.

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

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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 3, 2015

CONTACT: Matthew Matherly, matthew.matherly@ttu.edu
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Grammy-Nominated Singer Comes to Texas Tech

Jazz vocalist Nnenna Freelon will visit Texas Tech with the cast of “The Clothesline Muse.”

The Texas Tech University Presidential Lecture & Performance series continues with a performance by jazz vocalist Nnenna Freelon at 7 p.m. Feb. 20 at the Allen Theatre. Freelon will perform with the cast of “The Clothesline Muse,” an original, multidisciplinary project that explores the clothesline as a metaphor of community lifeline and its ties to the environment.

The performance includes dance, music, spoken word, interview text, video and interactive art. The cast includes six dancers and Freelon as The Muse.

The performance is in conjunction with Black History Month, and the organizers hope to inspire intergenerational conversations between parents, children and grandparents and their own clothesline stories.

Freelon is a jazz singer from Cambridge, Massachusetts, who started performing in 1992. In her 22-year career, she has been nominated for six Grammy awards, performed with Ray Charles and Aretha Franklin and performed in Carnegie Hall, the John F. Kennedy Center for the Performing Arts and the White House. Freelon wrote, composed and produced “The Clothesline Muse.”

The performance will start at 7 p.m. in the Allen Theatre. Tickets are \$18 and can be purchased from [Select-A-Seat](#) or by calling (806) 770-2000. Texas Tech students can receive one free ticket with a valid Texas Tech ID at the SUB ticket booth. There will be a CD signing after the performance.

For more information contact Jo Moore or visit the [presidential series website](#) or [Facebook](#) page.

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

CONTACT: Jo Moore, administrator, Texas Tech Presidential Lecture and Performance Series, Texas Tech University, (806) 834-5261 or jo.moore@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 3, 2015

CONTACT: Lisa Du Bois Low lisa.low@ttu.edu.

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TEDxTexasTechUniversity Conference Set for Feb. 28

Bernard Harris and Katharine Hayhoe are on the list of scheduled speakers.

The Texas Tech University System will host the second [TEDxTexasTechUniversity](#) conference Feb. 28 in the Allen Theatre at the Student Union Building.

Conference organizers posed the question “What if?” and received responses from individuals with a wide range of experiences and diverse backgrounds. Nationally-recognized experts and entrepreneurs will share the stage with representatives of local and regional business, academic, faith and technology communities.

The list of speakers will include:

- Julissa Arce, technology entrepreneur and writer on innovation and start-ups; former Wall Street executive and director of Define American, a culture and media organization using the power of story to transcend politics and shift the conversation around immigration, citizenship and identity.
- Dr. Bernard Harris, Texas Tech alumnus, astronaut and president of the Harris Foundation. Harris became the first African-American to perform an extra-vehicular activity (spacewalk) during the second of his two space shuttle flights.
- Kitty Harris Wilkes, director of the Center for Study of Addiction and Recovery, noted speaker and expert quoted in the Wall Street Journal, on “The Today Show” and CNN.
- Katharine Hayhoe, atmospheric scientist and associate professor of political science, Texas Tech; director of the [Climate Science Center](#); Time Magazine’s 2014 Top 100 Most Influential People; featured on the Emmy Award-winning documentary series “Years of Living Dangerously.”
- Calder Hendrickson, founder and president of AquaSmart; Forbes Magazine's Top 30 most influential leaders in the energy field.
- Cory Session, brother of former Texas Tech student Timothy Cole and policy director for Innocence Project of Texas.

“The “What If?” theme of this year’s conference represents the infinite possibility of the human mind, of human creativity and innovation,” said Aliza Wong, associate dean of the [Texas Tech Honors College](#). “Our speakers have extraordinary stories to tell, visions

to cast, passions to share and, more importantly, they now have a platform to provide this call to action to the TEDxTexasTechUniversity audience.

“Speakers will offer participants the inspiration to find their own voices, their own causes and dreams so TEDxTexasTechUniversity is not simply a display of rhetoric, but a movement of change and transformation.”

Designed to showcase the ideas and talents of Texas Tech and surrounding communities in engaging 18-minute presentations, 15 TEDxTexasTechUniversity presenters were selected from a pool of more than 70 applicants and include current undergraduate and graduate students, faculty members, alumni and community members.

The event will run from 8 a.m. to 4:30 p.m. Tickets are \$40 (\$10 for students). For more information and the complete speaker lineup, or to purchase tickets, visit the conference [website](#).

About TEDx, x = independently organized event

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TED Talks video and live speakers combine to spark deep discussion and connection. These local, self-organized events are branded TEDx, where x = independently organized TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized. (Subject to certain rules and regulations.)

About TED

TED (Technology, Entertainment and Design) is a nonprofit organization devoted to ideas worth spreading. Started as a four-day conference in California 30 years ago, TED has grown to support its mission with multiple initiatives. The two annual TED Conferences invite the world’s leading thinkers and doers to speak for 18 minutes or less. Many of these talks are then made available, free, at TED.com. TED speakers have included Bill Gates, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Sal Khan and Daniel Kahneman.

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CONTACT: Lisa Du Bois Low, communications committee chairwoman, TEDxTexasTechUniversity 2015; College of Media & Communication, Texas Tech University (806) 252-9085, or lisa.low@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 4, 2015

CONTACT: Heidi Toth, heidi.toth@ttu.edu
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Developmental Scientist Wins Inaugural Mentoring Award

Todd Little attributes his philosophy of mentorship to having good mentors.

A Texas Tech University professor is being honored for his work in mentoring other scientists.

Todd Little, a professor of educational psychology and leadership in the [College of Education](#), received the inaugural Distinguished Contributions to Mentoring of Developmental Scientists Award from the Society for Research in Child Development (SRCD).

The SRCD created this award to honor outstanding mentorship in the field of child development, since mentor relationships are the primary resource for new scholars to learn how to conduct high-quality research.

“Dr. Little was chosen as the inaugural winner of this mentoring award for his long history of using mentoring, advising and teaching to champion the dissemination of rigorous methodological practices to developmental scientists,” said Robert Crosnoe, chairman of the SRCD Senior Awards committee and chairman of the Department of Sociology at the University of Texas-Austin.

Little, who founded the [Institute for Measurement, Methodology, Analysis and Policy](#) (IMMAP) and [StatsCamp](#) at Texas Tech, mentors students but also fields questions from colleagues on the best statistical methods, a subject about which he is passionate. He gets emails with questions, which he makes a point of answering. Less frequently, he gets an email from a colleague who just got published, thanking him for his help. He has been a co-author on hundreds of different papers with more than 300 unique authors in 87 unique journals.

“I try to make myself available as much as possible, and I think people appreciate that,” Little said. “For me there’s not much greater joy than having an audience and seeing all those light bulbs go on.”

Noel Card, a professor at the University of Connecticut, nominated Little for the award. Card and Little collaborated on multiple papers, and Little was Card's mentor during Card's postdoctoral fellowship.

“During the time I have known Todd, he has consistently and generously provided gentle guidance in both my research and professional development,” Card wrote. “Despite his many obligations, Todd has never been too busy for either a quick question or in-depth discussion; as Todd once told me, he likes to ‘catch potential learners when they’re ready.’”

Little said he had good mentors as he was growing in his field, and a philosophy of making students partners instead of subordinates also contributed to his ability to mentor others.

Little will receive the award at the organization's biennial meeting March 20 in Philadelphia.

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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 4, 2015

CONTACT: K'Leigh Sims, kleigh.sims@ttu.edu
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Texas Tech's Midnight Matador Has Passed

The university's longest-serving horse worked 10 seasons alongside 11 Masked Riders.

Midnight Matador, Texas Tech University's longest-serving horse, died Tuesday (Feb. 3) due to complications from colic surgery.

He was the 13th horse to ride for Texas Tech's Masked Rider program and served for 11 seasons. The only Masked Rider horse to come close in length of service is Happy IV-II, who served an eight-year term from 1980-1987.

Stephanie Rhode, Texas Tech's Spirit Program director, said Midnight Matador will be greatly missed.

"The entire Texas Tech Spirit Program mourns the passing of Midnight Matador," she said. "He lived almost his entire life in service to our university inspiring hundreds of thousands of fans during his tenure as the Masked Rider horse. He devoted himself to our university with such loyalty, and he leaves a legacy that will be difficult for any horse to surpass."

Selected for the Masked Rider program in 2002 at the age of three, Midnight Matador carried 11 riders, including:

- Jessica Melvin, 2002-2003
- Ben Holland, 2003-2004
- Stacy Stockard, 2004-2005
- Justin Burgin, 2005-2006
- Amy Bell, 2006-2007
- Kevin Burns, 2007-2008
- Ashley Hartzog, 2008-2009
- Brianne Aucutt Hight, 2009-2010
- Christi Chadwell, 2010-2011
- Bradley Skinner, 2011-2012
- Ashley Wenzel, 2012-2013

It's estimated during his time, Midnight Matador traveled more than 100,000 miles to more than 1,500 university and community appearances, including a trip back to the Gator Bowl in 2007, where Joe Kirk Fulton made the first appearance as the Masked Rider in 1954.

Midnight Matador was featured on "ESPN College Gameday," "ESPN Road Trip," "60 Minutes" and in the American Quarter Horse Journal. In addition to home football and home baseball games, he ran at the Alamo Bowl, the TicketCity Bowl, San Angelo Colts games and at AT&T Stadium in Dallas. In 2010, The Associated Press named the Masked Rider as one of the top 10 coolest college mascots.

At 13 years old, Midnight Matador retired from his Masked Rider duties in 2013 due to his age, safety and the normal wear and tear on a horse.

When his retirement was announced, Texas Tech honored him during the Texas Tech vs. Texas football game at Jones AT&T Stadium in between the first and second quarters of the game. The Masked Rider advisory committee then selected former Masked Rider Stacy Stockard, as Midnight Matador's primary care owner, where he lived out the remainder of his days here in Lubbock.

Stockard served as the Masked Rider during the 2004-2005 season. She graduated from Texas Tech in 2005 with a bachelor's degree in agricultural communications. She then earned her master's degree in agricultural education in 2006 and graduated from the Texas Tech School of Law in 2009. Stockard is the marketing coordinator for Texas Tech's Transportation and Parking Services.

Stockard says Midnight Matador was treated special with such love and care.

"He was the bright spot in every day for me," she said. "He was such a blessing to me, and I'm just so thankful for having these years with him. He had world-class surgeons and the best recovery specialists in the business. He had the best care possible, and he was surrounded by such love every day in his retirement."

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CONTACT: Stephanie Rhode, director, Spirit Program, Texas Tech University, (806) 834-3332 or stephanie.rhode@ttu.edu.



TEXAS TECH UNIVERSITY

CORRECTION: Resent to correct station location.

Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 5, 2015

CONTACT: Zoe Bell, zoe.bell@ttu.edu

(806) 742-2136

Cokie Roberts to Participate in Press Gathering Before Speech

The ABC News and NPR commentator is speaking as part of the Texas Tech Presidential Lecture & Performance Series.

WHAT: Press availability for Cokie Roberts

WHEN: 3 p.m. Tuesday (Feb. 10)

WHERE: KTTZ-TV Studio
17th and Indiana Avenue

WHO: Roberts is a political commentator for ABC News and National Public Radio. From 1996-2002, Roberts and Sam Donaldson co-anchored the weekly ABC program "This Week." She has won several awards, including three Emmys, and was inducted into the Broadcasting and Cable Hall of Fame. She also was cited by the American Women in Radio and Television as one of the greatest women in the history of broadcasting.

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

CONTACT: Jo Moore, director, Presidential Lecture & Performance Series, Texas Tech University, (806) 834-5261 or jo.moore@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 5, 2015

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

Former Afghanistan Ambassador to Visit Texas Tech
Ronald E. Neumann will be hosted by the International Cultural Center.

WHAT: “Afghanistan – Yesterday and Tomorrow”

WHEN: 5:30 p.m. today (Feb. 5)

WHERE: International Cultural Center Auditorium

WHO: Formerly a Deputy Assistant Secretary of State, Ambassador Ronald E. Neumann served three times as U.S. Ambassador to Algeria, Bahrain and to Afghanistan. He has returned several times to Afghanistan since serving as ambassador, and is the author of “The Other War: Winning and Losing in Afghanistan.” His father, Ambassador Robert G. Neumann, was named by President Lyndon Johnson as ambassador to Afghanistan in 1966.

A reception will follow Ambassador Neumann’s presentation.

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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 5, 2015

CONTACT: George Watson, george.watson@ttu.edu
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Plant and Soil Science Professor Earns Prestigious Carnegie Fellowship

This international fellowship will help Theo Udeigwe contribute his talents to the advancement of higher education in Africa under the umbrella of Texas Tech University.

Theo Udeigwe, an assistant professor in the Texas Tech University [Department of Plant and Soil Science](#), was recently awarded the Carnegie African Diaspora Fellowship (ADF), a program for educational projects at higher education institutions in Africa.

Sponsored by the Carnegie Corporation of New York and managed by the Institute of International Education (IIE), the same institute that manages the Fulbright scholar program, the Carnegie ADF program supports African-born academics at accredited higher education institutions in the U.S. and Canada in partnership with accredited higher education institutions in select African countries.

Capacity-building education projects are jointly developed by U.S./Canadian scholars and African host institutions and are evaluated and approved by an advisory council.

“This will be a significant international experience and an activity that will lead to future collaborations with the host institution and open up other opportunities with the IIE and IIE-managed programs,” Udeigwe said.

He will collaborate with professor Evans Basweti at Kisii University in Kenya to develop graduate student training and mentoring, hoping to develop strong, research-oriented students who can initiate project proposals for funding and construct scientific papers.

“I am so excited because it has always been my desire to engage in talent development and capacity building in Africa,” Udeigwe said. “This also will serve as part of Texas Tech’s contribution to the success of higher education in Africa and could open doors to more.”

Udeigwe has been with Plant and Soil Science since 2012. His research focuses on soil and environmental chemistry, water quality and soil fertility and nutrient management. He came to Texas Tech after earning his bachelor’s degree from the University of Nigeria and his master’s and doctorate degrees from Louisiana State University.

He was previously awarded a grant by the USDA Foreign Agricultural Service to host a Norman E. Borlaug fellow, a two-year fellowship that will conclude this summer.

“I want to congratulate Dr. Udeigwe for receiving this prestigious fellowship,” said professor Eric Hequet, the J.A. Love Endowed Chair in the Department of Plant and Soil Science. “I have no doubt this fellowship will be a success and will open the door for future collaborations with African institutions of higher education. It is my hope this fellowship will help foster the international focus of the Department of Plant and Soil Science.”

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

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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 5, 2015

CONTACT: George Watson, george.watson@ttu.edu
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Texas Tech Meat Judging Team Grills Competition at Fort Worth Stock Show Red Raider competitors captured five categories en route to runaway victory.

The Texas Tech University Meat Judging Team in the [Department of Animal and Food Sciences](#) had its second dominant performance of the season, taking top honors Monday at the Southwestern Livestock Exposition's Intercollegiate Meat Judging Contest in Fort Worth.

Texas Tech blew away the competition, outdistancing second-place Colorado State by 81 points while dominating almost every division. Texas Tech won the reasons division with a record 893 points and also took first in placings, overall beef, beef judging and beef grading.

The team, from the [College of Agricultural Sciences and Natural Resources](#), opened the spring judging season by taking the title at the National Western Stock Show in Denver in January.

Clay Bendele, a sophomore from Hondo, earned his second first-place individual finish of the season. Erin Beyer, a sophomore from Brookshire, was third followed by Darby Gonzales, a sophomore from Hondo in seventh and Sean Morrow, a sophomore from Nolan, in 10th.

Professor Mark Miller, the San Antonio Stock Show and Rodeo Distinguished Chair in Meat Sciences, coaches the team. Graduate students Bo Hutto and Dan Crownover assist.

Other members of the meat judging team are:

- Morgan Boyer, a junior from Wallisville (sixth high individual, alternate division)
- Annalisa Clark, a sophomore from Las Cruces, New Mexico (fourth high individual, alternate division)
- Zena Doty, a junior from La Plata, New Mexico (third high individual, alternate division)
- Scotta Faulkenberry, a junior from Stephenville (second high individual, alternate division)
- Melani Howell, a sophomore from Seymour (high individual, alternate division)

Office of Communications and Marketing

- Hallie Hutto, a sophomore from Hondo (10th high individual, alternate division)
- Michaela Pinder, a sophomore from League City (fifth high individual, alternate division)
- Cody Shannon, a junior from Royse City (ninth high individual, alternate division)
- Landon French, a junior from Burleson
- Elizabeth Burges, a junior from Graham
- Kyle Lambert, a sophomore from Sweetwater
- Erin Klein, a sophomore from Littlefield
- Madison Langemeier, a sophomore from Marion.

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CONTACT: Moriah Beyers, coordinator, Department of Animal and Food Sciences, College of Agricultural Sciences and Natural Resources, Texas Tech University, (806) 742-2805 or moriah.beyers@ttu.edu.



Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 6, 2015

CONTACT: Emily Gardner, emily.e.gardner@ttu.edu
(806) 742-2136

African-American History Month Lecture Series Hosts Film Screening
Alamo Drafthouse will show “Free Angela and All Political Prisoners.”

WHAT: The African-American History Month Lecture Series and the International Film Series will host a screening of the documentary film “Free Angela and All Political Prisoners.”

WHEN: 6 p.m. Tuesday (Feb. 10)

WHERE: Alamo Drafthouse Cinema, 120 W. Loop 289

EVENT: The documentary chronicles Angela Davis’ life as a young college professor during the civil rights era along with her social activism and how she ended up on the FBI’s “10 Most Wanted” list.

Filmmaker Shola Lynch, who created the film, will be in attendance and will answer questions after the viewing.

The event is free and open to public, but space is limited. Seats can be reserved at the Alamo Drafthouse [website](#) for \$5, which can be exchanged for a \$5 food and drink voucher.

The African-American History Month Lecture Series is sponsored by the [Office of the President](#), the [Office of the Provost](#) and the [Division of Institutional Diversity, Equity and Community Engagement](#).

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

CONTACT: Karlos Hill, assistant professor, Department of History, College of Arts & Sciences, Texas Tech University, (806) 742-3744 or karlos.hill@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 6, 2015

CONTACT: Heidi Toth, heidi.toth@ttu.edu
(806) 742-2136

Texas Tech Again Has Record Enrollment for Spring Semester

Texas Tech University's preliminary spring enrollment totals topped more than 31,000 students for the first time in a spring semester, more than a 5 percent increase from this time last year.

After the 12th day of classes (Jan 30), 32,487 students are enrolled, breaking the record of 30,864 students set in spring 2014. The continuing increase reflects the university's commitment to offering a quality education while increasing enrollment and retaining those students already enrolled.

"Our enhanced recruiting efforts combined with new retention programs have enabled us to experience these increases annually," said M. Duane Nellis, Texas Tech president. "There are many people that contribute to our growth, including the Office of Admissions and our faculty, who work diligently to educate and inspire our students."

The [College of Agricultural Sciences and Natural Resources](#), [the College of Arts and Sciences](#), [Rawls College of Business](#), the [College of Education](#), the [Whitacre College of Engineering](#), [College of Human Sciences](#) and the [College of Media & Communication](#) all surpassed undergraduate enrollment totals from the previous spring, while 10 of 11 colleges saw an increase in graduate enrollment figures.

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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.

Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 9, 2015

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

Chancellor, President to Announce Distinguished Faculty Award Winners

WHAT: Announcement of annual Chancellor's Council Distinguished Teaching, Research Awards at Texas Tech University

WHEN: 2 p.m., Feb. 11 (Wednesday)

WHERE: Red Raider Lounge, Student Union Building
Texas Tech University

EVENT:

[Texas Tech University System](#) Chancellor [Robert Duncan](#) and Dr. M. Duane Nellis, Texas Tech University president, will present the winners of the annual Chancellor's Council Distinguished Teaching and Research Awards to six faculty members at [Texas Tech University](#).

Distinguished Teaching Awards

- *Dr. James "Jim" Brink, associate professor, Honors College*
- *Jorge Ramirez, J.D., professor and associate dean, School of Law*
- *Dr. Aliza Wong, associate professor, Department of History; associate dean, Honors College*

Distinguished Research Awards

- *Dr. Carla Davis Cash, associate professor, School of Music, College of Visual & Performing Arts*
- *Dr. Changzhi Li, associate professor, Department of Electrical & Computer Engineering, Whitacre College of Engineering*
- *Dr. Shu Wang, associate professor, Department of Nutritional Sciences, College of Human Sciences*

The [Chancellor's Council](#) helps advance the important work of the Texas Tech University System and its four universities — [Texas Tech University](#), [Texas Tech University Health Sciences Center](#), [Angelo State University](#) and [Texas Tech University Health Sciences Center El Paso](#).

Originally created in 1967 as the President's Council to recognize donors who helped Texas Tech University accomplish its highest goals, the program was renamed and expanded in 1996 with the establishment of the Texas Tech University System. Today, the Chancellor's

Council continues to play a vital part in creating opportunities at all four universities. Among many areas, the Chancellor's Council funds student scholarships, faculty awards and top scholar recruitment.

The Chancellor's Council Distinguished Teaching and Research Awards recognize excellence in academics and research, and represent the most prestigious honors granted to faculty members throughout the Texas Tech University System. Each winner receives a commemorative medallion and a \$5,000 award.

CONTACT: Doug Hensley, Office of Communications & Marketing, Texas Tech University System, (806) 742-0057, or doug.hensley@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 9, 2015

CONTACT: Heidi Toth, heidi.toth@ttu.edu
(806) 742-2136

Cokie Roberts Cancels Texas Tech Events

Former ABC News and NPR anchor Cokie Roberts canceled her speech scheduled for Tuesday (Feb. 10) at Texas Tech University because of an illness. Organizers are working on rescheduling for later this year.

This includes the press engagement at 3 p.m. and the speech, part of the Presidential Lecture & Performance Series, at 7 p.m.

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CONTACT: Jo Moore, director, Presidential Lecture & Performance Series, Texas Tech University, (806) 834-5261 or jo.moore@ttu.edu.



Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 9, 2014

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

Texas Tech to Announce First Tenant for Research and Technology Park

A major agricultural research firm will relocate to the new facility.

- WHAT:** News conference announcing the first tenant for the new Texas Tech University Research and Technology Park.
- WHEN:** 10:15 a.m. Wednesday (Feb. 11)
- WHERE:** McKenzie-Merket Alumni Center, 17th Street and University Avenue
- EVENT:** Texas Tech will announce the first company that has agreed to move to the new [Texas Tech Research and Technology Park](#) currently under construction at the corner of Fourth Street and Quaker Avenue. Texas Tech President M. Duane Nellis, Vice President for Research Robert V. Duncan, Michael Galyean, dean of the [College of Agricultural Sciences and Natural Resources](#), as well as officials from the new tenant, will attend the announcement.

The Research and Technology Park is a \$29 million, 40,000-square-foot facility that will promote entrepreneurialism, innovation and partnerships between the academic and business communities to further research efforts in a myriad of areas. The facility will have both traditional laboratories and computer visualization facilities.

Individuals, groups or businesses can lease space in the facility to conduct research, making it separate from the rest of the Texas Tech campus and specifically designed so outside factors, such as air quality or traffic on nearby streets, will not affect experiments or research inside.

The building is expected to be finished sometime this summer.

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 9, 2015

CONTACT: Corby Kelly, corby.kelly@ttu.edu
(806) 834-4445

Texas Tech Women's Studies Sponsors Film Series on Sexism and the Cinema Sexism | Cinema examines how sexism is dealt with through various films.

Texas Tech University [Women's Studies](#), the [International Film Series](#) and Alamo Drafthouse Cinema are sponsoring a new film series entitled Sexism | Cinema, which will consider the ways in which sexism is embedded, endorsed and/or challenged in the cinema.

How far have we come? How far do we need to go? Looking back at the past five decades, various films have been selected featuring women as central protagonists in order to review changing attitudes toward sex and gender. Together, these films offer an intriguing site for the analysis of diverse representations of race/ethnicity, femininities, and sexualities.

The schedule of films, all of which will be shown at the Alamo Drafthouse Cinema (120 W. Loop 289) is as follows:

- Feb. 11: "Foxy Brown" (with introduction by Michael Borshuk, associate professor of English at Texas Tech) (1974)
- March 11: "Fast Times at Ridgemont High" (1982)
- March 25: "Fargo" (1996)
- April: 23: "Girlfight" (2000)
- April: 29: "Blue is the Warmest Color" (2013)

All movies begin at 7 p.m. with a brief introduction. The films will be followed by a focused discussion led by a Texas Tech faculty member or expert guest speaker.

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Office of Communications and Marketing

An EEO/Affirmative Action Institution

Expert Pitch

FOR IMMEDIATE RELEASE

DATE: Feb. 10, 2015

CONTACT: Heidi Toth, heidi.toth@ttu.edu
(806) 742-2136

Expert: ‘Fifty Shades of Grey’ Fantasy Not Uncommon Among Women or Men

Research shows fascination is about feeling desired, not sexual subjugation.

Pitch

What does it say about women that the BDSM/romance series “Fifty Shades of Grey” has sold 100 million copies?

It says something, but not what many writers and researchers have assumed.

Patricia Hawley, a professor of educational psychology in the Texas Tech University [College of Education](#), researches power and the idea that people seek to increase their power. While at first glance this novel appears to show that women have masochistic desires or are “victims of the patriarchy,” Hawley argues its success is in large part due to following a formula common to the romance genre in general: The alpha warrior lover wins over the chaste and innocent heroine. She says such stories actually enhance the power of the “submissive” heroine because she is so desirable that the wealthy, older, attractive alpha male wants her so badly that he changes for her, he ignores other, more beautiful women for her and he must have her right now.

She also says this series isn’t much different than the normal romance genre (e.g. “bodice-rippers”), but that the BDSM elements add novelty for the general audience not accustomed to such elements. The forceful alpha male aspect, however, is not a novelty.

Expert

Patricia Hawley, professor of educational psychology and leadership, (806) 834-1878 or patricia.hawley@ttu.edu

Talking Points

- Early literature regarding forceful submission fantasies paint such fantasies as being unique to women and indicative of a dark, shameful sexual secret, generally either masochism or sex guilt. Current feminist writings focus on the belief that women always see sex as an act of subjugation.
- In research she did using a “bodice-ripping” romance novel from the late 1990s, Hawley found these fantasies are not unique to women. The research showed men fantasized about being submissive sexually more than they fantasized about being dominant and more than women fantasized about being submissive. Men, however, don’t buy romance novels, so the novels focus on women being submissive.
- The desire for submission is more common among dominant than among submissive women. In these scenarios, the woman actually has all the power. She has inspired the

attention and attraction of a wealthy, attractive, powerful man who every woman wants and only she has gotten. Not only has she attracted him, but he is willing to do anything to get her, keep her and have her now.

- Romance novels, including “Fifty Shades of Grey,” don’t necessitate a twisted sense of sexuality or patriarchy. Instead, they bring life to the kind of passionate exchanges many people – men and women – experience in their fantasies.

Quotes

- “She’s an everyday girl, and she attracted the attention of the alpha male. The average girl is appealing in ‘Fifty Shades,’ because if it can happen to her, it’s not such a ludicrous fantasy for me to think about as an average woman of average age and average appearance.”
- “From my view, it was a formulaic romance novel. That can account for a good deal of its success.”

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Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 10, 2015

CONTACT: Emily Gardner, emily.e.gardner@ttu.edu
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Mass Incarceration Subject of Upcoming Lecture

Angela Davis concludes the 2015 African-American History Month Lecture Series.

- WHAT:** Angela Davis concludes the African-American History Month Lecture Series with a lecture on mass incarceration in the United States.
- WHEN:** 7 p.m. Thursday (Feb. 12)
- WHERE:** Helen DeVitt Jones Auditorium, Museum of Texas Tech, 3301 Fourth St.
- WHO:** Davis most recently taught at the University of California-Santa Cruz where she now is distinguished professor emerita of history of consciousness and feminist studies. She has written nine books, including “Abolition Democracy” and “Are Prisons Obsolete?” During the 1970s, she spent 18 months in jail and on trial after being placed on the FBI’s “10 Most Wanted List.” She is a founding member of Critical Resistance, a national organization dedicated to dismantling the prison industrial complex.

The event is free and open to the public.

The African-American History Month Lecture Series is sponsored by the [Office of the President](#), the [Office of the Provost](#) and [the Division of Institutional Diversity, Equity and Community Engagement](#).

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CONTACT: Karlos Hill, assistant professor, Department of History, College of Arts & Sciences, Texas Tech University, (806) 742-3744 or karlos.hill@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 10, 2015

CONTACT: K'Leigh Sims, kleigh.sims@ttu.edu
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Texas Tech Honored Two Straight Years for Online Programs The university is ranked No. 21 for the 2014-2015 academic year.

Texas Tech University was ranked No. 21 among other national four-year universities for its online programs by BestColleges.com for the 2014-2015 academic year. This is the second straight year the university has been ranked.

“I commend Worldwide eLearning and Texas Tech faculty and staff for their strong efforts to extend the educational reach of our university both within our region and globally,” Texas Tech President M. Duane Nellis said. “As we continue to grow our online presence, it is our responsibility to encourage students, both traditional and non-traditional, to pursue their educational goals through new and innovative approaches. This ranking is a testament to that.”

The rankings are based on admissions, enrollment, retention and graduation data, and each school must offer at least three fully online degree programs.

[Worldwide eLearning](#) offers several degree programs that can be earned entirely online, including:

- Five undergraduate minors
- Four bachelor’s degrees
- 15 master’s degrees
- Four doctoral degrees
- 21 graduate certificates
- Six graduate certification preparation programs.

The online education program also offers programs at Texas Tech’s regional sites in Waco, El Paso, Junction, Fredericksburg and Highland Lakes.

“Texas Tech is committed to meeting the needs of the 21st century learner by offering high-quality online and distance education programs,” Assistant Vice Provost Justin Louder said. “Our commitment to quality online education shows in our ranking with BestColleges.com.”

Texas Tech jumped in the ranking from No. 45 to No. 21 and is one of only two schools in Texas included in the ranking each of the past two years.

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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 10, 2015

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Researcher Receives \$1 Million NSF Grant To Devise New Supercomputing Model

More and different types of data could be handled at one time to avoid data bottlenecks.

A Texas Tech University computer scientist received a [\\$1 million grant](#) from the National Science Foundation (NSF) to create a faster, better method for supercomputing.

[Yong Chen](#), an assistant professor of computer science and director of the [Data-Intensive Scalable Computing Lab](#), will lead a team of researchers to develop a new concept called “compute on data path” toward “data-centric” computing that assimilates and analyzes more and different types of data used in scientific discovery and does so all at one time.

“This is a sizable grant awarded from a very competitive NSF core program, and we deeply appreciate the support to our work from the NSF and the recognition from our peers,” Chen said. “We are primarily doing research on trying to address data-intensive scientific computing needs to create ‘data-centric computing’ for better scientific discovery and innovation.”

Chen said he and other scientists will lay groundwork for a new data assimilation computing concept capable of combining data that may not be similar.

“At this stage, this is more about a methodology development than creating an actual supercomputer,” he said. “This is more how an investigation to see whether a new concept is feasible and whether a change can be made to current software stack to make it a more data-centric way to have significantly better productivity in scientific discovery.”

Supercomputing has become a popular and useful tool to conduct computer simulations and data analysis for scientific discovery in many fields, including climate sciences, healthcare, biology, chemistry and astrophysics. The problem is, Chen said, the methods used to conduct simulations and analyses are “computing-centric.”

As data volume grows over time in this “computing-centric” model, the data floods into the computer system, creating a bottleneck of information.

“The traditional computing-centric method is not really the best way for today’s ‘data-intensive’ scientific discovery,” he said. “This three-year project will develop new concepts and methodologies of ‘data-centric’ solutions. We’re going to model computations and data as objects and move the computation objects to the data objects

instead of moving the data to the computations. We will try to make the computations happen right in place with the data for better performance, efficiency and productivity in scientific discovery via computer simulations and analyses.

“If everything goes well, this could make a significant impact to the supercomputing field.”

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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 10, 2015

CONTACT: Norman Martin, norman.martin@ttu.edu
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Texas Tech Undergraduate Agricultural Communications Program Tops in the U.S. The University of Arkansas study tabs Texas Tech program ahead of all others.

The agricultural communications undergraduate program offered by Texas Tech University's [Department of Agricultural Education and Communications](#) is ranked as the best in the nation, according to a new University of Arkansas study.

"I was excited to see the No. 1 national ranking for our department," department chairman Steve Frazee said. "We have a very talented and dedicated faculty combined with an outstanding set of students. Being ranked No. 1 nationally recognizes this fact and helps in the recruitment of students, not only undergraduate but graduate students as well. It also makes Texas Tech a desirable destination for future faculty."

Forty programs throughout the country were identified in the study, titled, "Characteristics of U.S. Agricultural Communications Undergraduate Program." Led by Jefferson Miller, a professor in the Department of Agricultural Education, Communications and Technology at the University of Arkansas, the research focused on creating an account of existing programs, a description of those programs and identifying program demographics and top programs.

Following Texas Tech were the University of Florida, Oklahoma State University, Texas A&M University and Kansas State University.

Agricultural communications programs have experienced a growth spurt the past two decades with a net increase of 11 new programs. But as a group, they're diverse in structure and age. Some programs began in the early 1900s while the newest program began in 2009. The average student enrollment per institution is 66 students.

Texas Tech's agricultural communications program was established in the 1970s with Lewis Eggenberger as coordinator. A bachelor's degree in agricultural communications was approved in 1992. Today, the program has 166 undergraduate students.

Agricultural communications at Texas Tech allows students to specialize in both mass communications and agriculture. The communications component offers courses in journalism, public relations, graphic design, photography and online media.

Office of Communications and Marketing

“Our agricultural communications program is exceptional because we are always looking at how we can improve each class topic, every course, the curriculum and extracurricular opportunities,” said Courtney Meyers, an associate professor who joined the department in 2008. “We also strive to provide valuable service and insightful research. We’re fortunate to have very talented students and alumni who are excellent ambassadors for our program.”

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News Release

FOR IMMEDIATE RELEASE

DATE: Wednesday, Feb. 11, 2015

CONTACT: Jaryn Kilmer, jaryn.kilmer@ttu.edu

Chancellor's Council Honors Top Faculty at Texas Tech

[Texas Tech University System](#) Chancellor [Robert Duncan](#) today (Feb. 11) announced the [Texas Tech University](#) recipients of the annual Chancellor's Council distinguished faculty awards. Recognizing excellence in academics and research, these awards represent the most prestigious honors granted to faculty members throughout the TTU System.

"It is truly exciting to be able to present our dedicated faculty members with these honors," Duncan said. "In my first months as Chancellor when visiting our campuses, one of the first things I noticed was the strength of our faculty, especially here at the Texas Tech University. The accomplishments of our faculty and the impact they leave on our students make them a vital asset to our team."

Additionally, two faculty members from Angelo State University, four faculty from Texas Tech University Health Sciences Center and four faculty members from Texas Tech University Health Sciences Center El Paso received the honors for a total of 16 recipients.

"These recognitions are hard earned and well deserved," Texas Tech University President M. Duane Nellis said. "I am proud of these individuals, who represent the fabric of high quality teaching and research of all faculty on campus. We appreciate the support of Chancellor Duncan for his recognition of these outstanding faculty members."

Each winner receives a commemorative medallion and a \$5,000 award. The [Chancellor's Council](#) raises funds for student scholarships and recruitment, faculty awards and support, and other programs of excellence.

The **Distinguished Teaching Awards** went to the following individuals:

- **Dr. James "Jim" Brink**

James "Jim" Brink is an associate professor in the Honors College. He has served in numerous roles during his 38 years at Texas Tech, 10 years of which were spent with the Office of the Provost where he served as senior vice provost for academic affairs, among other leadership positions. He was the founder of the Tech Transition freshman seminar and the founding chair of the Teaching Academy. Brink has developed and taught more than 10 different courses and has won each of the major teaching awards during his career at Texas Tech. Outside of the classroom, he organized Advanced Placement workshops in European History, presented Public Education lectures and

recently conducted a World History summer workshop on the American Revolution. Brink also is a vital part of the prestigious ring ceremonies, presenting the features of the ring to students and guests. He received his undergraduate degrees in French and history from the University of Kansas and graduate degrees in early modern European history from the University of Washington.

- **Jorge Ramírez, J.D.**

Jorge Ramírez has more than 14 years of dedicated service to the Texas Tech University School of Law and serves as a professor and associate dean for international programs. Known for his commitment to student growth, Ramírez directs the international exchange law programs, acts as the director for the Summer Law programs in Guanajuato, Mexico, and Kaunas, Lithuania, and has taught courses in Bolivia, Costa Rica and Paraguay, among many others. After serving as a visiting professor at Vytautas Magnus University (VMU) in Lithuania, Ramírez was instrumental in developing a student/faculty exchange agreement and summer program with that institution and was later honored with VMU's "Man of the Year" award, recognizing his educational contributions to VMU. He also developed the Master of Laws program in US Legal Studies, greatly diversifying educational opportunities for both students and faculty at Texas Tech. He earned his law degree from Harvard University, from which he had previously received a bachelor's degree in economics.

- **Dr. Aliza Wong**

Aliza Wong serves as associate dean of the Honors College and associate professor of history, specializing in race, national identity and popular culture in modern Italy. Since arriving at Texas Tech in 2002, she has taught 16 different courses and has been consistently described by her students as engaging, enthusiastic and supportive. In 2012, Wong initiated the Open Teaching Concept, which encourages faculty members to reach across disciplinary boundaries and promoted a dialogue about the importance of teaching, mentoring, diversity, access and opportunity. The program effectively engages students and faculty across departments and colleges and now involves more than 25 faculty members across all 11 colleges. She also developed a scholarly exchange with the University of Milan, where her willingness to go the extra mile for her students translates across borders during her annual research trips. Wong is a two-time Fulbright award winner and also has received the Department of History's Distinguished Faculty Teaching award, the Hemphill-Wells New Professor Excellence in Teaching award and the President's Excellence in Teaching award during her time at Texas Tech. She has served as Faculty Senate president and devotes her time as Mortar Board adviser. She received her Ph.D. from the University of Colorado at Boulder.

The **Distinguished Research Awards** went to the following individuals:

- **Dr. Carla Davis Cash**

Carla Davis Cash is an associate professor of piano and piano pedagogy in the School of Music at Texas Tech. Cash has become a leader in the design and implementation of empirical studies related to music learning, and her research in the growing field of memory consolidation has begun clarifying the processes by which musicians acquire and refine motor skills. Known for the collaborative nature of her research, she aims to convey and translate important ideas about understanding the process of skill

learning for music teachers and performers. Cash has published her work in leading national journals and presented research and pedagogical presentations at international and national venues. A reflection of her groundbreaking work, she has twice received an Outstanding Research Award from the National Conference on Keyboard Pedagogy. She serves in leadership roles for several state and national organizations of music teaching and is an editorial board member of *Texas Music Education Research* and *Journal of Research in Music Performance*. Outside of her research, Cash is an active and distinguished performing artist and serves as a supportive mentor to graduate students pursuing their own research. She received her bachelor's and master's degrees in keyboard performance and pedagogy from the University of Miami and her doctorate degree in philosophy with a major in music and human learning from the University of Texas at Austin.

- **Dr. Changzhi Li**

Changzhi Li began his career at Texas Tech in 2009 and is an associate professor in the Department of Electrical & Computer Engineering. His research focuses on the study of integrated circuits and energy efficiency of microelectronics, and his work is frequently referred by other researchers in his field, having authored 70 peer-reviewed journal papers in highly ranked journals. In his research, Li uses portable radar technology to track tumor motion for lung cancer treatment in patients, paving the way for the exploitation of radar sensors in new and promising applications such as practical medicine. His research has been recognized and sponsored by the Cancer Prevention Research Institution of Texas, which is a rare feat for electrical engineers. Li has presented at more than 79 national and international conferences and secured more than \$1.2 million in grant funding. He currently serves as the associate editor of the *Institute of Electrical and Electronics Engineers Transactions on Circuits and Systems II* and recently served as area editor for the *International Journal of Electronics and Communications*. Among many accomplishments, Li received the IEEE-HKN Outstanding Young Professional Award, the Frederick Emmons Terman Award from the American Society for Engineering Education, and the National Science Foundation CAREER award. He received his bachelor's degree from Zhejiang University in China and his master's and doctorate degrees from the University of Florida.

- **Dr. Shu Wang**

Shu Wang is an associate professor in the Department of Nutritional Sciences at Texas Tech and boasts a significant international research reputation, specializing in nutrition and nanomedicine. Her research assesses the interplay between diet and chronic diseases, including obesity and cardiovascular disease, and she is a pioneer in using biocompatible and biodegradable nanocarriers to enhance bioactivities of nutrients and natural compounds to prevent and treat these diseases. She has been active in professional service, serving on the editorial advisory board of the *Journal of Nutritional Biochemistry* and as a scientific peer reviewer in the grant review panel of American Heart Association. Since 2009, she has published 21 refereed articles in very competitive journals, one of which is ranked as the second most downloaded article published in the *Journal of Nutritional Biochemistry*. Wang also has secured more than \$850,000 in funding from several areas, including the National Institutes of Health. Among numerous accolades, she was a finalist for the American Heart Association's Young Investigator Award and received the Outstanding Research

Award from the College of Human Sciences. Wang received her medical degree from Jilin University in China, her master's in biochemistry and molecular biology from Capital Medical University in China, and her Ph.D. in nutritional biochemistry and metabolism from Tufts University in Massachusetts.

About the Texas Tech University System

The Texas Tech University System is one of the top public university systems in the nation, consisting of four component institutions—[Texas Tech University](#), [Texas Tech University Health Sciences Center](#), [Angelo State University](#) and [Texas Tech University Health Sciences Center El Paso](#)—and operating at 12 academic sites and centers. Headquartered in Lubbock, Texas, the Texas Tech University 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 2014, the Texas Tech University System's endowment exceeded \$1 billion, total research expenditures were approximately \$200 million and total enrollment approached 47,000 students. Whether it's contributing billions of dollars annually in economic impact or being the only system in Texas to house an academic institution, law school, and health institution at the same location, the Texas Tech University System continues to prove that anything is possible.

For TTU System news and updates follow us on Twitter - [@TTUSystem](#).

CONTACT: Doug Hensley, managing director, Office of Communications & Marketing, Texas Tech University System, (806) 742-0057, or doug.hensley@ttu.edu



News Release

FOR IMMEDIATE RELEASE

DATE: Feb, 11, 2015

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

Texas Tech University Announces Major Corporation as First Tenant for Research and Technology Park

Chromatin is an industry leader in sorghum development
for use in solving global agricultural issues.

Texas Tech University and the Texas Tech University Research Park Board of Directors, through the support of the [Office of the Vice President for Research](#) and the [College of Agricultural Sciences and Natural Resources](#), announced Wednesday that Chromatin will be the first tenant signed to move into the new [Texas Tech Innovation Hub and Research Park](#), moving its research and development team to Lubbock.

“We are excited to welcome Chromatin as the first tenant at the research park,” said M. Duane Nellis, Texas Tech president. “This collaboration is a natural fit for Texas Tech University, the College of Agricultural Sciences and Natural Resources and the South Plains region. The South Plains will benefit greatly from Chromatin’s presence on our campus.”

Chromatin is an agbiotech company headquartered in Chicago dedicated to uncovering solutions to some of the biggest global agriculture issues today. Through its research into developing sorghum hybrids, Chromatin targets its research in areas such as water scarcity, increasing global demand for food and the limits on fertile land.

“What I’m really excited about is a major agricultural company in the United States is focusing its research and development efforts here in West Texas based upon the excitement of collaboration with our agricultural school and the opportunity through the research park to develop again their symbiotic relationship with the university, both to bolster their corporation but also the public interest in terms of new research into all things related to sorghum,” said Robert V. Duncan, Texas Tech vice president for research.

Chromatin will move its research and development team from Champaign, Illinois to Lubbock, creating approximately 12 jobs. The company also has seed operations offices in Lubbock and New Deal.

“Chromatin is excited to bring its industry-leading sorghum research program to the new Texas Tech Innovation Hub and Research Park,” said Daphne Preuss, Chromatin’s CEO. “We believe our team will benefit from the new facilities and the proximity to Chromatin’s production facilities as well as the Texas Tech community.”

Chromatin has developed technologies and innovations resulting in a state-of-the-art breeding program as well as collaborations bringing about the latest technological developments in sorghum. Chromatin targets sorghum because it requires fewer nutrients and less water than other crops such as corn and sugarcane, and it can also be grown in more than 80 percent of the world’s agricultural land.

The Texas Tech University Innovation Hub and Research Park, being constructed at the corner of Fourth Street and Quaker Avenue, is a \$29 million, 40,000-square foot facility that will promote entrepreneurialism, innovation and partnerships between the academic and business communities to further research efforts in a myriad of areas. Texas Tech hopes to attract not only major corporations interested in collaboration but also startup companies resulting from intellectual property developed from university research.

The facility will have both traditional laboratories and computer visualization facilities. Individuals, groups or businesses can lease space in the facility to conduct research, making it separate from the rest of the Texas Tech campus and specifically designed so that outside factors, such as air quality or traffic on nearby streets, will not affect experiments or research being conducted inside.

The building is expected to be finished sometime this summer.

“This is an exciting time for Texas Tech as we extend the reach of our research enterprise to translational research that combines our academic research mission with the commercial applications sought by industry partners to elevate our research profile and generate economic development for the region,” said Lance Nail, dean of the Rawls College of Business and chairman of the research park board of directors.

Michael Galyean, dean of the College of Agricultural Sciences and Natural Resources, said he is excited his students will be able to tap into the Chromatin’s resources.

“We are very pleased Chromatin will be the initial tenant at the Research Park,” Galyean said. “With increasing pressure on farmers in the region to manage their operations with less water for irrigation, sorghum should become an even more important crop than it already is. The ability of CASNR faculty and students to interact with Chromatin scientists should provide great opportunities to not only improve the crop but also to advance basic and applied science in plant and animal agriculture.”

For more on Chromatin, visit its [website](#).

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



TEXAS TECH UNIVERSITY

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 12, 2015

CONTACT: Heidi Toth, heidi.toth@ttu.edu
(806) 742-2136

Future Educators Conference Bringing 1,500 Students to Texas Tech

For the first time in its three-decade history, the conference is being held at a university.

More than 1,500 Texas high school students will be in Lubbock this weekend for a future educators conference, marking the first time such an event has been held on a college campus.

The 31st Annual Teach Tomorrow Summit will be held Saturday through Monday (Feb. 14-16) at Texas Tech University. The summit is a program of the Texas Association of Future Educators (TAFE) and seeks to increase the number of high school students seeking to pursue careers in teaching. This state conference draws more than 1,500 participants and is traditionally held at hotels in major cities.

A year ago, the Texas Tech [College of Education](#) approached TAFE with the idea of offering students an opportunity to experience college life by having its annual conference on a college campus. The students and chaperones will stay in local hotels but will be on campus for events and competitions and will receive tours of the campus.

“With the growing population of Texas, meeting the teacher demands of the classroom will become a great challenge if we do not find ways to grow our own teachers,” said Janie Ramirez, outreach programs coordinator for the College of Education. “TAFE is helping to meet that demand, and the College of Education at Texas Tech is excited to partner with such an organization to insure Texas has exceptional teachers ready to take their place in our classrooms.”

On Saturday, students will compete in 29 events such as Lesson Planning, Classroom Role Play & Delivery, Job Interview and others that showcase the student’s interest in teaching. The majority of the judges are students in the College of Education’s TechTeach program. The College of Education is providing \$1,000 scholarships to the winners in 11 of the events. Recipients must attend Texas Tech to use the scholarship money.

Students will also compete for scholarships in a public speaking competition (\$1,200 for first place, \$800 for second place, TAFE Student of the Year (\$1,000), and a children’s literature competition (\$1,000).

On Sunday, participants will choose from 50 break-out sessions designed to encourage students to explore college and career readiness as well as insights into teaching styles for

Office of Communications and Marketing

the 21st century. Faculty, staff and students from Texas Tech, Lubbock Christian University and South Plains College will provide 25 of the breakout sessions.

Tours of various locations on campus, including walking tours, will be provided from 8-9:30 a.m. Monday. The College of Education has invited students to special tours of the [Burkhart Center for Autism](#) and the [Virginia Murray Sowell Center](#), which focuses on teaching future teachers about working with students with sensory disabilities. The tours will end with a mini pep rally provided by the Texas Tech Cheer Squad at the City Bank Auditorium at 9:30 a.m.

The conference will conclude at 10 a.m. Monday at the City Bank Auditorium with a keynote address by Damen Lopez, founder of No Excuses University. Lopez, a former teacher and elementary school principal, is expected to inspire the student audience with his own mother's trademark motto "After High School comes College." Lopez is in Lubbock for the first No Excuses University Institute to be held in the region, Feb. 17-18 in the Student Union Building.

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

CONTACT: Janie Ramirez, outreach programs administrator, College of Education, Texas Tech University, (806) 834-6450 or janie.ramirez@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 12, 2014

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

International Film Series Announces Spanish Film Club Screenings

The screenings will highlight Spanish contributions to film throughout February.

WHAT: Texas Tech University International Film Series Spanish Film Club Series first screening of the season.

WHEN: 5 p.m. Monday (Feb. 16)

WHERE: Human Sciences Building, Room 169.

EVENT: The screening of “El Regreso” (The Return) will open the Spanish Film Club Series sponsored by the [Texas Tech International Film Series](#), the [Thomas Jay Harris Institute for Hispanic and International Communication](#) and the Texas Tech [Department of Classical and Modern Languages and Literature](#).

“El Regreso,” directed by Herman Jimenez, tells the story of a man’s life-changing return to his home in San Jose, California where he comes face-to-face with the issues that drove him from home in the first place.

Four other films will be screened throughout February: “Un Cuento Chino” (Chinese Takeaway) on Feb. 18; “Wilaya” on Feb. 20; “Zona Sur” (Southern District) on Feb. 23 and “Post Mortem” on Feb. 24.

All screenings begin at 5 p.m. and will be held in Room 169 of the Human Sciences building. They are free and open to the public, but seating is limited.

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CONTACT: Robert Peaslee, coordinator, International Film Studies program, Texas Tech University, (806) 834-2562 or robert.peaslee@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Feb. XX, 2015

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

Texas Tech Researchers Receive Grant to Improve Wind Forecasting

Better wind forecasting could spell cheaper energy for consumers deriving power from wind farms.

Researchers at Texas Tech University's [National Wind Institute](#) will take part in a \$2.5 million government research project to improve short-term wind forecasting capabilities in mountainous terrain to help enhance wind-energy creation.

Brian Ancell, an assistant professor of atmospheric sciences, said the project is led by Vaisala, a company known for manufacturing environmental measuring devices. It is part of the Wind Forecast Improvement Project funded by the U.S. Department of Energy.

“Quite a few wind farms are in areas of mountainous terrain, and forecasts are really bad there for a variety of reasons,” Ancell said. “Our study area is the Columbia River Gorge, which cuts through the Cascade Mountains between Washington State and Oregon. It’s one of the hardest places to forecast because of all the variables. At night, you have these things called drainage flows, where cold air sinks down the mountainsides. At other times, the Pacific Ocean cools the western side, and there’s hotter air on the eastern side of the Cascades leading to a temperature gradient that ultimately creates strong winds through the gap. It’s very tricky.”

When forecasting wind, Ancell said modern weather models have a “resolution” of about a few kilometers and are forced to generalize data about topography and land surface characteristics like soil moisture. While this works fairly well for about 75 percent of the U.S. landmass, mountainous regions have terrains with an added degree of complexity, making the prediction of winds there very difficult.

The funding will allow researchers to use advanced meteorological equipment to analyze specific atmospheric characteristics that affect wind flow patterns in the gorge. Data will be shared with the National Oceanic and Atmospheric Administration (NOAA) and the Department of Energy’s national laboratories and will be used to develop improved atmospheric simulations for the Weather Research and Forecasting model, a widely used weather prediction system.

This is the second Wind Forecast Improvement Project Ancell and his colleagues have worked on with the Department of Energy. From 2011 to 2014, he and others, led by AWS True Power, explored wind energy resources in the northern Great Plains and western Texas.

For the first time ever, NOAA assimilated wind data from tall turbines and nacelle anemometers into meteorological models for use by the wind industry and other sectors. Integrating these new data into existing models produced forecasts up to 15 percent more accurate at predicting future wind conditions in nearly flat terrain.

“This project could not only enhance wind forecasts but could lead to improved weather prediction models more generally,” Ancell said. “This is because the atmospheric layer near the ground influences a number of important phenomena, such as severe thunderstorms and winter storm precipitation type such as snow or freezing rain.”

Other partners include the University of Notre Dame, the University of Colorado, the National Center for Atmospheric Research, Sharply Focused, Lockheed Martin, Iberdrola Renewables, Southern California Edison, Cowlitz County Public Utility District, Eurus Energy, Bonneville Power Administration and Portland General Electric.

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CONTACT: Brian Ancell, assistant professor of atmospheric sciences, Texas Tech University, (806) 834-3143, or brian.ancell@ttu.edu.



Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 16, 2015

CONTACT: Matthew Matherly, matthew.matherly@ttu.edu
(806) 742-2136

Grammy-Nominated Singer Comes to Texas Tech

Jazz vocalist Nnenna Freelon will visit Texas Tech with the cast of “The Clothesline Muse.”

WHAT: “The Clothesline Muse” is an original, multidisciplinary project that explores the clothesline as a metaphor of community lifeline and its ties to the environment. The performance includes dance, music, spoken word, interview text, video and interactive art. The cast includes six dancers and Nnenna Freelon as The Muse.

WHEN: 7 p.m. Feb. 20

WHERE: Allen Theatre, Student Union Building, Texas Tech University

WHO: Nnenna Freelon is a jazz singer from Cambridge, Massachusetts who started performing in 1992. In her 22-year career, she has been nominated for six Grammy awards, performed with Ray Charles and Aretha Franklin and performed in Carnegie Hall, the John F. Kennedy Center for the Performing Arts and the White House. Freelon wrote, composed and produced “The Clothesline Muse.”

Tickets are \$18 and can be purchased from [Select-A-Seat](#) or by calling (806) 770-2000. Texas Tech students can receive one free ticket with a valid Texas Tech ID at the SUB ticket booth. There will be a CD signing after the performance.

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CONTACT: Jo Moore, administrator, Texas Tech Presidential Lecture and Performance Series, Texas Tech University, (806) 834-5261 or jo.moore@ttu.edu.



Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 16, 2015

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

Nationally Renowned Poet to Visit Texas Tech

Rowan Ricardo Phillips will participate in a reading and Q&A discussion.

WHAT: A two-day engagement with Rowan Ricardo Phillips; the poet, literary, art critic and translator

WHEN: Poetry reading - 7:30 p.m. Thursday (Feb. 19)
Q&A forum - 10 a.m. Friday (Feb. 20)

WHERE: Poetry reading - English Building Room 001
Q&A forum - Traditions meeting room, Student Union Building

WHO: Rowan Ricardo Phillips is the author of “Heaven,” “The Ground” and “When Blackness Rhymes with Blackness.” Phillips received a 2013 Whiting Writers’ Award and has also received the PEN/Joyce Osterweil Award and the Great Lakes Colleges Association New Writers Award for Poetry. A contributing writer at Artforum, he has taught at Columbia University and SUNY-Stony Brook, where he served as director of the Poetry Center.

This event is hosted by the Creative Writing Center and the Cross-Cultural Academic Advancement Center. A small reception and book signing will conclude the Q&A forum.

For questions, contact the Cross-Cultural Academic Advancement Center at (806) 742-8681 or crosscultural@ttu.edu. For updates, visit the event’s [Facebook page](#).

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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.

Expert Pitch

FOR IMMEDIATE RELEASE

DATE: Feb. 17, 2015

CONTACT: Heidi Toth, heidi.toth@ttu.edu
(806) 742-2136

Educator: Common Core Standards Will Benefit U.S. Education

Pitch

Before he was a professor, Daniel Carpenter was a high school science teacher who, instead of teaching definitions and diagrams, took his students outside and invited them to learn about ecosystems, biodiversity and the effects of pollution from nature. At the end of the year, his students scored higher on the state assessment test than students who learned from a traditional curriculum.

This type of curriculum, called project-based learning, teaches information to students in a real-world context. [Common Core](#) and the [Next Generation Science Standards](#), both of which were developed by a coalition of states and experts, seek to promote this type of learning at all schools so not only are students better prepared for college after graduation but also so a student moving from Texas to anywhere else in the country would be at the same level as his or her peers. More than 40 states, not including Texas, have adopted the standards

Carpenter taught for 20 years and received awards from the National Association of Biology Teachers and National Science Teachers Association and advised the National Science Foundation, NASA, National Oceanic and Atmospheric Administration (NOAA) and the Department of Energy. He is researching instructional improvement models and collaboration and how it impacts school achievement, particularly in student test scores.

Expert

Daniel Carpenter, assistant professor of education in science education, (806) 834-6660 or daniel.carpenter@ttu.edu

Talking Points

- The United States is not adequately preparing students to move into STEM fields. For decades U.S. schools have used the “early factory model of production,” designed to move students through efficiently but doesn’t allow space for much creativity among students or teachers.
- The Common Core and Next Generation Science Standards were created to help U.S. education be competitive with the rest of the world. They are not curricula. Education experts set measurements outlining what skills and abilities students should have at specific age levels to match education in other First World countries.
- For the standards to be successful, administrators need to guide instead of direct teachers, and teachers need to guide instead of direct students. This will allow for inquiry-based, student-directed learning that teaches students how to apply what they learn.

- Much of the pushback against the Common Core comes from asking teachers and administrators to take a critical look at how they have been educating students, which is difficult. Too often the assessments, especially student test scores, unfairly point fingers at teachers for being ineffective when the problems are much more systemic.

Quotes

- “Common Core and the Next Generation Science Standards put us on common ground. The problem is there are so many misconceptions about what that means and what it looks like and where it came from that we don’t even want to look at it right now. We’re still locked into the early factory model of production.”
- “There are solutions if you are willing to get out of your comfort zone as an educator.”
- “I had kids do all kinds of projects, and it was stuff they told me they wanted to do after they had these early, smaller projects.”
- “This is really getting teachers to take a step back and look at themselves and be accountable for their data instead of getting so defensive all the time. And to their credit, it’s easy to be defensive when people are pointing fingers at you.”

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 17, 2015

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

Texas Tech to Host Lunar New Year Celebration

The Cross-Cultural Academic Advancement Center hosts celebration for the Chinese New Year.

- WHAT:** Lunar New Year Celebration
- WHEN:** 10 a.m. - 2 p.m. Thursday (Feb. 19)
- WHERE:** Red Raider Lounge, Student Union Building
15th Street and Akron
- EVENT:** This event is aimed to educate individuals on the history and traditions of the Asian culture, offer a welcoming and friendly campus environment, and build strong relationships with faculty, staff and students.

Chinese New Year begins Thursday (Feb. 19). It is the beginning of the Chinese lunar calendar. The calendar is associated with the Chinese zodiac, which has 12 animal signs. 2015 is a year of the goat.

For more information contact the Cross-Cultural Academic Advancement Center at (806) 742-8681 or corsscultural@ttu.edu. For updates visit the event [Facebook page](#).

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

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



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 18, 2015

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

Raider Roadshow Coming to Dallas

This is a chance for students to explore everything Texas Tech University has to offer.

WHAT: 2015 Raider Roadshow

WHEN: 1:30 p.m. Sunday (Feb. 22)

WHERE: Westin Galleria, 13340 Dallas Pkwy., Dallas

EVENT: Texas Tech University deans, associate deans, faculty and staff representing more than 100 academic majors will attend the Raider Roadshow. Current students will be available to talk about their experiences and what it's like being a Red Raider.

The event is open to anyone wishing to learn more about Texas Tech, including:

- High school underclassmen exploring their futures
- High school seniors needing to complete an application
- Admitted and transfer students who want to attend information sessions
- Parents seeking more information will get the chance to meet other parents of Texas Tech students

For more information about Raider Roadshow or to RSVP, students should visit www.gototexastech.com or call (214) 630-8324.

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

CONTACT: Rex Oliver, Dallas/Fort Worth regional manager, Texas Tech University, (214) 630-8324 or rex.oliver@ttu.edu.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 18, 2015

CONTACT: Heidi Toth, heidi.toth@ttu.edu
(806) 742-2136

Student Organization Holds Annual Recovery Convention

Community members can attend at no cost, and professionals can register for continuing education credits.

WHAT: The Association of Students About Service's (ASAS) annual All Recovery Convention brings speakers from throughout the country who are in recovery, to share experiences, strength and hope with those who attend the convention. Community members can attend at no cost.

Professionals wishing to obtain continuing education units (CEUs) must register; the registration fee is \$20 and includes up to six CEUs, breakfast and lunch. To register, professionals can email their name, license number and type of license to Jacob Acosta at Jacob.acosta@ttu.edu. Payment can be made at the event Saturday.

WHEN: 7:30 a.m. to 6 p.m. Saturday (Feb. 21)
Breakfast starts at 7:30 a.m.; the first speaker begins at 8:30 a.m.

WHERE: College of Human Sciences Serenity Center, 1309 Akron Ave. The CEU classes are in Human Sciences Room 169.

WHO: ASAS is a service organization at Texas Tech University with more than 100 members. Several students are recovering addicts and/or alcoholics who are scholarship recipients from the [Center for the Study of Addiction and Recovery](#) in the [College of Human Sciences](#). The organization has three focal points: homelessness and recovery, fun in recovery and recovery awareness and advocacy.

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

CONTACT: George Comiskey, associate director, community programs, Center for the Study of Addiction and Recovery, Texas Tech University, (806) 834-1101 or george.comiskey@ttu.edu.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 18, 2015

CONTACT: Kari Abitbol, kari.abitbol@ttu.edu
(806) 834-8591

Texas Tech Law School Hosting Alumnus for Energy Law Lecture Series

Shelby McCue worked for ExxonMobile affiliate
Esso Highlands, LTD as a former land and compensation manager.

WHAT: Texas Tech University's School of Law will host Shelby McCue, former land and compensation manager for ExxonMobil affiliate Esso Highlands LTD, as part of its Energy Law Lecture Series.

WHEN: Noon–1 p.m. Monday (Feb. 23)

WHERE: Texas Tech School of Law's Lanier Auditorium, 1802 Hartford Ave., Lubbock

EVENT: Shelby McCue, a 1978 Texas Tech Law graduate and retired land and compensation manager for ExxonMobil affiliate Esso Highlands LTD, will present "Socioeconomics in Energy Exploration, Development and Production: *A Long Way from Kansas.*" He will discuss his work on the PNG project in Papua New Guinea from October 2009 through February 2012.

McCue recently retired after a 29-year career with ExxonMobil as a petroleum landman in the Permian Basin, Oklahoma, New Mexico, Rocky Mountains, Louisiana, South Texas and the Gulf of Mexico. He also worked as an international petroleum negotiator and closed multimillion dollar transactions in Australia, the North Sea and France.

The lecture is open to the public. Those unable to attend can view a [live webcast](#). One hour of Texas CLE credit can be earned by contacting Corey Clem by email at corey.clem@ttu.edu.

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CONTACT: Kari Abitbol, director of communications, School of Law,
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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 18, 2015

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

Texas Tech to Unveil New West Rec Turf Field Complex

The complex was voted for by the student body.

- WHAT: West Rec Turf Field Complex Unveiling
- WHEN: 2 p.m. Friday (Feb. 20)
- WHERE: 10th Street and Texas Tech Parkway – Northwest of the John Walker Soccer Complex

Texas Tech University's [Recreational Sports](#) will reveal its new West Rec Turf Field Complex Friday (Feb. 20) that is scheduled to open later this month for the university community.

The student body voted for the 280,946 square-foot complex in October 2013. The complex is composed of four flag football fields, recreational soccer space and student group meeting area. Students will be able to play intramural games, tournaments, flag football, soccer and men and women's lacrosse at this new complex.

Texas Tech President M. Duane Nellis will preside over the ribbon cutting alongside Recreational Sports officials.

The ribbon cutting will take place at 10th Street and Texas Tech Parkway, northwest of the John Walker Soccer Complex. Parking will be available in the commuter satellite parking lot, north of the soccer complex.

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CONTACT: Peewee Roberson, managing director, Recreational Sports, Texas Tech University, (806) 742-3351 or peewee.roberson@ttu.edu.



Expert Pitch

FOR IMMEDIATE RELEASE

DATE: Feb. 19, 2014

CONTACT: George Watson, george.watson@ttu.edu
(806) 834-2555

Expert: Texas Law Makes Insanity Plea Hard to Successfully Prove

Pitch

The trial for the killing of former Navy SEAL Chris Kyle has garnered the attention of most of the country thanks to the timing of the release of the film “American Sniper.” Eddie Ray Routh is charged with shooting Kyle and Chad Littlefield at a Texas gun range and faces up to life in prison if convicted.

The attorneys for Routh, who was released from psychiatric care just days before the killings, argue Routh should be found not guilty by reason of insanity, even though a video was played at the trial this week where Routh admitted knowing what he did was wrong.

Brian Shannon, the Charles B. “Tex” Thornton Professor of Law at Texas Tech University, is an expert with the legal aspects of mental health issues used in trials and is available to discuss their use in the Routh trial.

Expert

Brian Shannon, Charles B. “Tex” Thornton Professor of Law, (806) 834-6366 or brian.shannon@ttu.edu

Talking Points

- Kyle and Littlefield took Routh to a gun range in Erath County, southwest of Fort Worth, in an effort to help Routh, who was dealing with post-traumatic stress disorder from his time serving in the U.S. Marine Corps.
- Shannon has already given one interview on the subject, to ABC News. That interview can be read [here](#).

Quotes

- “Texas has an extremely narrow insanity defense. The defendant has the burden of persuading the jury that, because of serious mental illness, the defendant did not know his conduct was wrong.”
- “Although there are exceptions, the defense is seldom successful in Texas when an insanity plea is vigorously contested by the prosecution.”



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 19, 2015

CONTACT: Zoe Bell, zoe.bell@ttu.edu

(806) 742-2136

President M. Duane Nellis Elected Member of SACSCOC Board of Trustees

The Texas Tech President is one of seven members from the state of Texas.

Texas Tech University President M. Duane Nellis recently was elected to the Board of Trustees of [Southern Association of Colleges and Schools Commission on Colleges' \(SACSCOC\)](#).

“SACSCOC is an important organization to higher education and the accreditation of the universities it represents,” Nellis said. “I am honored to have the opportunity to serve beside leadership of many of our peer institutions and help direct the efforts of its work.”

The SACSCOC is the recognized regional accrediting body in the eleven U.S. Southern states and in Latin America for those institutions of higher education that award associate, baccalaureate, master’s or doctoral degrees. The mission of SACSCOC is to assure the educational quality and improve the effectiveness of its member institutions.

Members of the Board of Trustees are elected for three year terms by a majority vote of the members of the College Delegate Assembly after nomination by the Nominating Committee of the Commission on Colleges.

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 19, 2015

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

Texas Tech Announces Scholarship Program for National Merit Finalists

Finalists will be eligible to receive 100 percent of cost of attendance.

National Merit finalists who designate Texas Tech University as their first choice institution with the National Merit Corporation will be eligible to receive a scholarship to attend Texas Tech that will cover 100 percent of their cost of attendance.

“The chancellor and I are excited to support this program as we continue to grow our position as a national university and promote the quality of our student body,” Texas Tech President M. Duane Nellis said.

The scholarship will cover mandatory tuition fees, room, board, books, transportation and personal or miscellaneous expenses. Qualifying students should make the designation no later than June 1 to ensure maximum eligibility.

“This scholarship will ensure that we remain competitive in recruiting the very best students from Texas and beyond,” said Jamie Hansard, director of recruitment & marketing.

The scholarship offer will be funded by a combination of federal, state and institutional gift aid funds, including Pell Grant, Federal Supplemental Opportunity Educational Grant, TEXAS Grant, Texas Public Education Grant, Texas Tech Grant and scholarships.

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



TEXAS TECH UNIVERSITY™

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 19, 2015

CONTACT: Christiani Saucedo, christiani.saucedo@ttu.edu

(806) 742-2136

Texas Tech to Host Feed Your Body and Soul Week

The weeklong series of events raises awareness about eating disorders.

Texas Tech University's [Feed Your Body and Soul Committee](#) invites the Texas Tech community to join in Feed Your Body and Soul Week (FYBSW), a series of events aimed to raise awareness about eating disorders, body image and soulful living. Events run from Sunday (Feb. 22) through Saturday (Feb. 28).

FYBSW is held in conjunction with National Eating Disorders Awareness Week. The theme for this year's event is "I Am Enough," suggesting each person can feel satisfied with who he or she is rather than feeling unhappy with unrealistic standards.

The National Eating Disorders Association reports as many as 10 million females and one million males in the United States struggle with an eating disorder such as anorexia or bulimia. Approximately 15 million more are struggling with binge eating disorder. FYBSW is one way students on the Texas Tech campus can work to increase awareness and practice body acceptance.

A list of events is as follows:

Zumba! class: 7:15 p.m. Sunday (Feb. 22) at Student Rec Center Room 114.

Try an introductory Zumba class. Experience a workout with the pure joy of a party. Get a free T-shirt when you bring a clothing donation for the Skinny Clothes Challenge. Texas Tech ID required to participate.

Skinny Clothes Donation Drive: Monday–Friday (Feb. 23- 27)

Does holding onto clothes that don't fit hold you back? Practice body acceptance by donating your skinny clothes. All donations go to Women's Protective Services. Donation bins available at the Student Union Building; Talkington, Horn/Knapp and Stangel residence halls; and the Student Rec Center.

Feed Your Body Fair: 11 a.m.-1 p.m. Tuesday (Feb. 24) at the SUB Ballroom.

Visit the Feed Your Body Fair to learn more about mindful eating, body acceptance and health at every size. Free food and T-shirts will be available while supplies last.

Belly dancing class: 5:30 p.m. Wednesday (Feb. 25) at Student Rec Center Room 114.

Belly dancing provides a great workout while helping you to appreciate your curves. Join our free introductory class. Free T-shirts while supplies last. Texas Tech ID required to participate.

Celebration of Recovery: 7 p.m. Thursday (Feb. 26) at the Serenity Center in the Center for the Study of Addiction and Recovery. Attendees will hear a personal story of recovery from an eating disorder. Free T-shirts are available while supplies last.

Contribute to our #IAMENOUGH campaign: “I am enough” means something different to everyone. Embrace your inner beauty and proclaim your self-worth. Share what it means to you on social media by using the #IAMENOUGH hashtag.

More information and a complete schedule of Feed Your Body and Soul week events is available at <http://counseling.ttu.edu>.

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

CONTACT: Klint Hobbs, associate director, Outreach, Student Counseling Center, Texas Tech University, klinton.hobbs@ttu.edu.



Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 20, 2015

CONTACT: Christiani Saucedo, christiani.saucedo@ttu.edu
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200 High School Students to Compete in Regional Robot Championships
Whitacre College of Engineering is sponsoring the event.

WHAT: FIRST® Tech Challenge (FTC) Panhandle-Plains Championship Tournament, sponsored by Texas Tech University's [Whitacre College of Engineering](#)

WHEN: Saturday (Feb. 21) **8 a.m.** – Practice matches begin
1:05 p.m. – Opening ceremony
1:15 p.m. – Qualifying matches begin
4:15 p.m. – Elimination matches begin
5:30 p.m. – Final matches begin
6:30 p.m. – Awards and closing ceremony

WHERE: Frenship High School gym, 902 Dowden Road, Wolfforth

EVENT: High school students throughout the western third of the state will participate in the FTC Panhandle-Plains Regional Championship Tournament. Students comprise 25 teams for an opportunity to win statewide recognition for design excellence, sportsmanship and teamwork and to advance to the South Super-Regional Championship Tournament in San Antonio.

FTC is a challenging mid-level robotics competition designed for high school students who want a hands-on learning experience to develop and hone their skills and abilities in science, technology, engineering and math.

Teams of up to 10 students are responsible for designing, building and programming their robots to compete in an alliance format against other teams. The robot kit is reusable from year-to-year and is programmed using a variety of languages. Teams, including coaches, mentors and volunteers, to develop strategy and build robots based on sound engineering principles.

For more information, visit the FIRST® Tech Challenge [website](#).

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: Feb. 20, 2015

CONTACT: Heidi Toth, heidi.toth@ttu.edu
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Graduate School Opens Writing Center

The Graduate Student Writing Center will offer tutoring, workshops and open writing time.

The [Graduate School](#) at Texas Tech University is opening the Graduate Student Writing Center, dedicated to developing graduate student writing and research at the university. All graduate students can receive assistance with any writing assignment or task, including theses, dissertations, articles for publication and fellowship applications.

“I am very excited to initiate the Graduate Student Writing Center and to welcome Dr. Kristin Messuri as associate director,” Mark Sheridan, dean of the Graduate School, said. “The Graduate Student Writing Center will be a valuable resource to graduate students and postdoctoral scholars for the preparation of disquisitions, scholarly articles and fellowship applications.”

The Graduate Student Writing Center will offer writing workshops and independent writing hours. The first workshop, “Battling Writer’s Block,” will be from 1-3 p.m. March 6. Students must email Messuri to register, as only 20 students will be able to participate.

Independent writing hours will be held from 3-5 p.m. every Monday. During this time graduate students may use the writing center as a work space, while Messuri will be available to answer questions. Students who prefer one-on-one tutoring can email Messuri to schedule an appointment

The Graduate School Writing Center, which is in room 43 of the Administration Building, is open from 9 a.m. to 5 p.m. Monday, Wednesday and Friday.

CONTACT: Kristin Messuri, associate director, Graduate Student Writing Center, Graduate School Texas Tech University, (806) 834-6587 or kristin.messuri@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 20, 2015

CONTACT: Christiani Saucedo, christiani.saucedo@ttu.edu
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HathiTrust Offers Access to Documents as Far Back as 15th Century Texas Tech Libraries joins a partnership of research institutions.

[Texas Tech University Libraries](#) has joined HathiTrust, a partnership of academic and research institutions offering a collection of millions of digitized titles from more than 100 libraries throughout the world.

The partnership increases Texas Tech Libraries' holdings by more than 5 million volumes. Anyone with an eRaider ID has 24/7 access to the vast collection. Users can download books and other content to create their own collections as well as browse featured collections other users have created.

“This is a world-class, deep collection like we’ve never had before,” said Sheila Hoover, associate dean at Texas Tech Libraries, noting the collection includes documents from the 15th century to 1923.

According to HathiTrust’s website, the mission of the partnership is to contribute to the common good by collecting, organizing, preserving, communicating and sharing the record of human knowledge.

To access HathiTrust materials, log in via eRaider at hathitrust.org.

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

CONTACT: Sheila Hoover, associate dean, Texas Tech University Libraries,
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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 20, 2015

CONTACT: Emily Gardner, emily.e.gardner@ttu.edu
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Texas Tech Ranks Second Behind Harvard in 2014 IPO Class Three CEOs with Texas Tech degrees took their companies public.

Texas Tech University ranked second among universities in the initial public offering (IPO) class of 2014, according to a list compiled by Equilar, an executive compensation data firm. Three CEOs who earned their undergraduate degrees from Texas Tech took their companies public during 2014.

Steven Gray, CEO of RSP Permian, Inc., had an IPO date of Jan. 17, 2014; Lynn Bourdon, III, took Enable Midstream Partners, LP public on April 11, 2014; and Jack Clem, CEO of Orion Engineered Carbons S.A., had an IPO date of July 25, 2014.

“I’d like to congratulate these individuals for their professional accomplishments and thank them for the wonderful representation of Texas Tech University,” Texas Tech President M. Duane Nellis said. “Their hard work to elevate their companies and themselves is reflective of the entrepreneurial passion we try to instill in all of our students.”

Texas Tech tied with Columbia University, Stanford University and the University of North Carolina. Each school produced three CEOs. Harvard was first with seven CEOs taking their companies public in 2014.

Companies led by CEOs produced by Texas Tech also had an average gain increase of about 7 percent, according to Equilar.

Bourdon graduated from Texas Tech with a bachelor’s degree in mechanical engineering in 1984. He became president and CEO of [Enable Midstream Partners, LP](#) in February 2014.

“I feel very fortunate to have been able to attend and graduate from Texas Tech with a degree in mechanical engineering,” Bourdon said. “I will always be grateful for the time, effort and teaching afforded me by my professors. The education gained at Texas Tech provided a solid foundation of knowledge which I was able to use in the many different roles I have had since graduating. Today, I also feel fortunate to use these same principles

to help build Enable Midstream Partners into the country's preferred provider of midstream energy services.”

Clem obtained a bachelor's degree in mechanical engineering at Texas Tech in 1975. The Whitacre College of Engineering awarded him the [distinguished engineer citation](#) in 1993. Clem has been CEO of [Orion Engineered Carbons](#) since July 2011 and became manager of the company in May 2014.

“I was pleased to see Texas Tech on this list,” Clem said. “My degree from Texas Tech provided a solid foundation for a career that went from engineering to chief executive to CEO of a NYSE listed company.”

Gray graduated from Texas Tech with a bachelor's degree in petroleum engineering. He co-founded [RSP Permian](#) in 2010, which is when he became CEO.

“RSP Permian is very fortunate to have many Texas Tech graduates employed, including myself,” Gray said. “I look back at my time at Texas Tech fondly and am very proud to be a Red Raider. My 30-plus years in the industry would not have been possible without the education I received from the [Bob L. Herd Department of Petroleum Engineering](#) at Texas Tech. Texas Tech has a great reputation for turning out excellent engineers in the oil and gas industry. I am proud to be part of the continuing success of the university.”

The rankings included 84 schools and represented undergraduate and graduate institutions. They focused on IPOs that raised at least \$100 million in 2014, according to the Associated Press.

According to the Whitacre College of Engineering, approximately 450 of its graduates are presidents or CEOs of organizations.

“These alumni's distinctive achievements are representative of the entrepreneurial and innovative spirit that our graduates bring to the table,” said Al Sacco Jr., dean of the [Whitacre College of Engineering](#). “Red Raider engineers are leading the advancement of technology and forging solutions to society's problems all over the world.”

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

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



News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 20, 2015

CONTACT: K'Leigh Sims, kleigh.sims@ttu.edu
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Texas Tech Unveils West Rec Turf Field Complex

The 280,946 square-foot complex was voted on by the student body.

Texas Tech University officials gathered near the John Walker Soccer Complex on Friday (Feb. 20) to unveil [Recreational Sports](#)' new West Rec Turf Field Complex.

The 280,946 square-foot complex, located near 10th Street and Texas Tech Parkway, is composed of four flag football fields, recreational soccer space and a student group meeting area.

Texas Tech President M. Duane Nellis says this new complex is a great addition to the university, regarding healthy living among the student body.

“A vital component of the student learning experience is interaction with others, whether through organizational activities or sport,” Nellis said. “We want to offer our students the very best in amenities that promote physical activity and health. These turf fields represent that commitment to health while also accommodating rapidly increasing student attendance numbers.”

Students will be able to play intramural games, tournaments, flag football, soccer and men and women's lacrosse at the new complex. The complex is scheduled to open later this month.

“The turf field facility is a great example of students voicing what they want, and Recreational Sports responded by providing a top-notch facility for student use,” said Peewee Roberson, managing director of Recreational Sports. “Students will be able to compete in organized sports and play on their own at their leisure. These fields are a win-win for student use and Recreational Sports programming opportunities.”

The West Rec Turf Field complex was voted for by Texas Tech students in October 2013, and the planning process began late last year. The complex is being paid for by student fees.

Texas Tech's Vice Chancellor of [Facilities Planning and Construction](#) Michael Molina commended the great teamwork displayed during the design and construction of the complex.

"This project is a great example of teamwork between all facets of the Texas Tech University System and Texas Tech," he said. "The project was designed and constructed in less than 100 days and delivered under budget. The quality of the work is outstanding.

"Congratulations to our student government for pursuing their vision and passing the referendum that funded this exciting project."

Recreational Sports will announce the upcoming opportunities for students to participate in events at the complex at a later date.

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

Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 23, 2015

CONTACT: Christiani Saucedo, christiani.saucedo@ttu.edu
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Author Tiphonie Yanique to Visit Texas Tech

The Iron Horse Literary Review host third author of its reading series.

- WHAT: A reading of Tiphonie Yanique’s debut novel, “Land of Love and Drowning”
- WHEN: 7:30 p.m. Thursday (Feb. 26)
- WHERE: English & Philosophy Building, Auditorium 001, Texas Tech University
- WHO: The Iron Horse Literary Review will host award-winning short-story writer, Tiphonie Yanique for the creative writing program. The author will read her debut novel, “Land of Love and Drowning.” The novel is an inspiration from her personal Caribbean family history. Yanique spins a series of seductive tales covering six decades and three generations.

Reception and autographs will follow the reading in the foyer of Lecture Hall 001.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 23, 2015

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Texas Tech Law Hosting Seventh Annual Estate Planning CLE and Expo

The CLE is sponsored by the school's
Estate Planning & Community Property Law Journal.

- WHAT: Texas Tech University School of Law's *Estate Planning & Community Property Law Journal* 2015 Continuing Legal Education (CLE) and Expo
- WHEN: 8:30 a.m.–4:30 p.m. Friday (March 6)
- WHERE: Texas Tech School of Law's Lanier Professional Development Center, 1802 Hartford Ave., Lubbock
- EVENT: Some of Texas' leading practitioners, nationally recognized professors and student editors from the *Estate Planning & Community Property Law Journal* will be on hand for seminars and networking opportunities. Included among the lecturers will be New York Law School Professor William P. LaPiana, 2012 Distinguished Probate Attorney Lifetime Achievement Award recipient Edward V. Smith, III and leading estate-planning blogger Gerry W. Beyer.

A one-year subscription to the *Estate Planning & Community Property Law Journal* is included with registration. The event is approved by the State Bar of Texas for 6.75 CLE and CPE hours, including 1.25 ethics hours.

Registration is open until Feb. 27. A full schedule of events and registration options are available [here](#).

Those wishing to register for the CLE can go to the [website](#). Media wishing to attend the CLE can select "Judges" to attend for free, and then list "Media" under position/title.

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

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Office of Communications and Marketing

An EEO/Affirmative Action Institution



News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 23, 2015

CONTACT: K'Leigh Sims, kleigh.sims@ttu.edu
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Texas Tech Prepares Students to 'Bear Our Banners Far and Wide'

The university will implement a five-year Quality Enhancement Plan to improve students' communication skills and global awareness.

In a broad-based, campus-wide effort, Texas Tech University will implement a new Quality Enhancement Plan (QEP) in 2016-2020 for undergraduate students. As part of the SACSCOCs reaccreditation process, the QEP is designed to improve communications skills and awareness on a global scale.

"Our students are graduating into a world that reflects a more diverse and culturally rich workplace," Texas Tech President M. Duane Nellis said. "Not only must we prepare them in the classrooms and labs, but also create an environment reflective of the world in which they will be employed. It is essential we provide them the communication tools necessary for the most productive career experience possible."

Titled "Bear Our Banners Far and Wide: Communicating in a Global Society," Texas Tech faculty, staff, students and stakeholders all joined the effort of collecting and contributing to the decision-making process of how the QEP topic would be selected.

Developing a plan of action

Guided by Texas Tech's mission statement, which is "dedicated to student success by preparing learners to be ethical leaders for a diverse and globally competitive workforce," members of the Texas Tech community had two specific goals in mind to improve students' communication skills in an increasingly interrelated world.

"Texas Tech's QEP was developed to improve our undergraduate students' communication skills and their multicultural awareness so they can better function in our interconnected world," said Gary Smith, Texas Tech's 2016 QEP proposal development committee chair. "Communication includes oral, visual and non-verbal in addition to writing, and we intend to provide our students with the necessary tools to allow them to communicate in a culturally informed and appropriate manner."

The goals of QEP also align with the new Texas Core Curriculum objectives that include communication skills in every core course. With the new QEP and Texas Core

Curriculum objectives, students will create works that demonstrate essential communication skills and global awareness.

The new objectives will require students to fulfill a three-hour multicultural course and six hours of the writing intensive course requirement, which is being changed to include other forms of communications and will be renamed the communication intensive course requirement.

Paige Lehmann, a senior philosophy major from Dallas and student member of the QEP development committee says this new QEP will improve Texas Tech in a variety of ways.

“The undergraduate student learning experience is the primary importance throughout the entire QEP planning process,” she said. “It is beneficial for the entire university because of what the project offers: a refined set of competitive skills, a more globally competent student and an eager acceptance of international experience by the student.”

New additions on campus

To manage the curricular changes, training opportunities and assessment activities of the 2016-2020 QEP, Texas Tech will establish the Center for Global Communication. The center also will work with other entities on campus to develop and implement tools for measuring new student learning outcomes.

Texas Tech also will establish the Communication Tutoring Center (CTC) to create more instructional support for these curricular revisions. The CTC will complement Texas Tech’s University Writing Center by providing tutoring sessions for students who want assistance with oral presentations and visual and multimedia projects.

“With the proliferation of the Internet, communication is more multi-modal,” said Kathleen Gillis, director of the University Writing Center and a member of the QEP Development Committee. “As a result, our graduates will need innovative and comprehensive instructional support in order to adapt to any communicative context, whether it be a business meeting in China or a legislative session in Austin.”

Texas Tech’s 2005-2010 QEP

Texas Tech’s first QEP (2005-2010), titled “Campus Conversation on Ethics,” addressed the university’s mission statement by helping students develop a set of ethical standards to provide the needed guidance for making life-long decisions.

The 2005-2010 QEP focused on:

- Engaging students actively and critically in a conversation about “doing the right thing”



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- Identifying key components of academic integrity and practicing behaviors associated with academic ethics
- Critically reflecting on ethical issues
- Recognizing diverse ethical perspectives
- Identifying ethical behaviors that align with relevant professional codes
- Incorporating ethics into students' lives

Texas Tech's [Ethics Center](#) was created out of the previous QEP to enhance the overall ethical culture on campus by promoting ethics education, facilitating ethics research, providing outreach and fostering discussion on ethical issues among Texas Tech students, faculty, staff and alumni. Texas Tech's Ethics Center remains a vital part of campus.

Once Texas Tech's 2016-2020 QEP proposal is reviewed, the university will begin its implementation of "Bear Our Banners Far and Wide: Communicating in a Global Society" in January 2016.

For more information about the 2016-2020 QEP, visit its [website](#) for more information.

Texas Tech also encourages students to show how they are interacting in a global society, such as sharing travel pictures, by using the #BearOurBanners hashtag.

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

CONTACT: Gary Smith, proposal development committee chair, QEP, Texas Tech University, (806) 742-3136 or gary.smith@ttu.edu.

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 23, 2015

CONTACT: Allison Matherly, allison.matherly@ttu.edu
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Winter Weather Delay Feb. 23

This is an emergency message from Texas Tech University.

Texas Tech has delayed the start of classes until 10 a.m. on Feb. 23 due to winter weather. Classes scheduled to start before 10 a.m. are canceled.

TTU and System employees should report at 9:30 a.m. or as directed by their supervisor.

Stay tuned to emergency.ttu.edu for updates.



Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 24, 2015

CONTACT: Matthew Matherly, matthew.matherly@ttu.edu
(806) 742-2136

Grammy-Nominated Singer Brings Jazz Quartet to Texas Tech

John Pizzarelli and his jazz quartet will come to Texas Tech with Jane Monheit.

WHAT: Grammy-nominated jazz singers John Pizzarelli and Jane Monheit play an evening of classic jazz in “Singers over Manhattan” at Texas Tech University. Featured on “PBS Legends of Jazz,” Pizzarelli and Monheit will perform everything from Nat King Cole and Frank Sinatra to the Beatles.

WHEN: 7 p.m. Friday (March 6)

WHERE: Allen Theatre, Student Union Building, Texas Tech University

WHO: A world-renowned jazz guitarist and singer, John Pizzarelli has performed on the most popular national television shows including “The Late Show with David Letterman,” “Late Night with Jimmy Fallon,” “The Conan Show” and many more. Acclaimed Grammy-nominated vocalist Jane Monheit brings a fresh, contemporary voice to classic jazz hits while preserving the soul and power of the original to flawless effect.

Tickets are \$18 and can be purchased from [Select-A-Seat](#) or by calling (806) 770-2000. Texas Tech students can receive one free ticket with a valid Texas Tech ID at the SUB ticket booth. There will be a CD signing after the performance.

For more information visit

<http://www.ttu.edu/administration/president/lectureseries/>

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

CONTACT: Jo Moore, director, Texas Tech Presidential Lecture and Performance Series, Texas Tech University, (806) 834-5261 or jo.moore@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 24, 2014

CONTACT: George Watson, george.watson@ttu.edu
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Texas Tech Hosting Military and Veterans Law Section Annual CLE

The event will offer courses on various aspects of military and defense issues.

- WHAT:** The State Bar of Texas Military and Veterans Law Section Annual Continual Learning Education CLE
- WHEN:** Feb. 27-28.
- WHERE:** Texas Tech University School of Law's Lanier Center Auditorium, 1802 Hartford Ave., Lubbock
- EVENT:** The Military and Veterans Law Section of the State Bar of Texas is hosting its annual CLE on military and defense issues. The CLE is open to all Texas attorneys, military attorneys and government attorneys and is also free to all law students.

Breakfast will be provided each day, and a CD of all course materials is included with registration.

Several of the seminars will be conducted by Texas Tech law professors, including Rick Rosen, Vickie Sutton and former Judge Advocate General Walter Huffman, dean emeritus of the law school.

The seminar will count toward 9.5 CLE hours, including 2.0 ethics hours.

To register for the CLE, visit the Military and Veterans Law Section [website](#). Click [here](#) for a brochure listing the various courses offered.

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

CONTACT: Kari Abitbol, director of communications, Texas Tech University School of Law, (806) 834-8591, or kari.abitbol@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 25, 2015

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

Texas Tech to Host Texas Regional Alliance for Campus Sustainability Summit
Katharine Hayhoe, director of the university's
Climate Science Center, is the keynote speaker.

For the first time, Texas Tech University is hosting this year's [Texas Regional Alliance for Campus Sustainability \(TRACS\) Summit](#) (March 2-3), where Katharine Hayhoe, director of the university's [Climate Science Center](#), will be the keynote speaker.

The summit helps create a statewide network among higher education institutions to inspire a collaboration of ideas on how to create a sustainable future committed to environmental preservation, economic development and social equity.

"Texas Tech University's Office of Sustainability is pleased to host the third annual TRACS Summit," said Carey Hewett, director of services and sustainability officer for the Texas Tech's Operations Division. "The agenda is loaded with sustainability professionals and students from higher education institutions around the state presenting on sustainability issues and projects. We also have many partners here on campus that are presenting and helping sponsor this statewide event.

"TRACS is a great way for professionals and students to network and share best practices in sustainability on higher education campuses."

The TRACS summit will be at the Student Union Building. The first day of the summit will run from 1-5 p.m., and the second day run from 8 a.m. to 4 p.m.

Speakers from the University of Texas-Austin, Texas A&M University, the University of North Texas and other top universities will speak about sustainability. Texas Tech also will have some speakers at the event, including Hayhoe, a well-known climatologist who was named by TIME as [one of the world's 100 most influential people](#) in 2014.

Texas Tech faculty, staff and students are invited to attend the summit. [Registration](#) is \$50 for faculty and staff and \$25 for students. The registration deadline is Friday (Feb. 27).

For more information about the event, visit the TRACS Summit [website](#).

Office of Communications and Marketing

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Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 25, 2015

CONTACT: K'Leigh Sims, kleigh.sims@ttu.edu
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Texas Tech's 2015 Sibling Weekend Kicks Off Friday

Kids between the ages of 8 and 15 will experience the life of a college student with their older brothers and sisters.

WHAT: 2015 Sibling Weekend

WHEN: Friday and Saturday (Feb. 27-28)

WHERE: Texas Tech University

EVENT: Texas Tech University's Parent and Family Relations will host the 2015 Sibling Weekend, where students' brothers and sisters ages 8-15 will experience life as a Red Raider when they visit campus for a weekend.

Kids who attend will participate in several activities on campus, including climbing the rock wall at the [Robert H. Ewalt Student Recreation Center](#), a Red Raider breakfast, classroom experience and a Lady Raider basketball game against Oklahoma State University (OSU).

Media are invited to select events throughout the weekend. These events include:

- **Rec Center Activities, Friday (Feb. 27), 7:30-9 p.m.:** Students and their siblings can climb the rock wall, play basketball, racquetball and dodgeball at the Rec Center, Texas Tech's premier student sports facility.
- **Red Raider Breakfast, Saturday (Feb. 28), 9 a.m.:** Those participating in Sibling Weekend will eat breakfast at the Student Union Building in the Matador Room with their official Sibling Weekend T-shirt.
- **Classroom Experience, Saturday (Feb. 28), 10-11 a.m.:** Students' younger brothers and sisters will experience what it's like to be in a real college classroom with Texas Tech professors in the Chemistry Building, Room 049.
- **Lady Raider Basketball Game vs. OSU and Dinner, Saturday (Feb. 28), 7 p.m.:** Sibling Weekend participants will sit together at the United Supermarkets Arena (sections 116-122, rows 14 and up) to cheer on the Lady Raiders as they take on OSU.

For more information about Sibling Weekend, visit Texas Tech's Parent and Family Relations [website](#).

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

CONTACT: Pamela Carrizales, unit coordinator, Parent and Family Relations, Texas Tech University, (806) 834-6705 or pamela.carrizales@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 25, 2015

CONTACT: Heidi Toth, heidi.toth@ttu.edu
(806) 742-2136

Wine Marketing Students Competing in Cocktail Contest

The Texas Tech class is taking on Sonoma State University, in California's wine country, for the first best wine cocktail title.

More than 20 wine marketing students from Texas Tech University are mixing up cocktails, using wine instead of whiskey, gin or rum, hoping to create a gold medal combination.

Natalia Velikova's wine marketing class is competing against students from Sonoma State University to create the best wine cocktail. It's not a typical ingredient in cocktails, but the competitors are hoping to change that.

"Many wine countries around the world have a healthy culture of wine cocktails, but except for wine spritzers, the U.S. hasn't really shown much creativity around wine mixology," Velikova, associate director of the [Texas Wine Marketing Research Institute](#), said.

Velikova, also an associate professor in the [Restaurant, Hotel and Institution Management \(RHIM\) program](#), said she and Sonoma State professor Liz Thach created the competition while attending the Wine Industry Financial Symposium last year. Concerned about the inroads craft beer and spirits were making in wine's market share, they wanted a way to make wine more hip.

The students loved the idea, Velikova said.

"They just never thought about wine being in a cocktail," she said. "Usually wine is a separate product. You just drink a glass of wine."

Justine St. Cyr, who is in Velikova's class, said she and her partner discussed a chocolate winetini and a cherry wine Dr Pepper before landing on their cocktail of choice – a combination of peach, ice wine and whiskey that channels the experience of honey whiskey. She didn't want to give too much away, but she's excited about the coming weeks of experimentation and presentation.

"I have been ecstatic about the project since I heard about it," St. Cyr said. "I really enjoy wine, so helping it make a comeback in the form of cocktails is definitely something I can get behind."

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The Texas Tech students will submit recipes, creative names, pictures and video of them creating the cocktails. They will present their cocktails the first week of April, and each class will vote on its top three. Those six wine cocktails will be judged by a panel of experts that includes two master sommeliers each from Texas and California. The results will be released mid-April, and the cocktail recipes will be featured on the new [Wine Mixology blog](#).

CONTACT: Natalia Velikova, associate director, Texas Wine Marketing Research Institute, College of Human Sciences, Texas Tech University, (806) 834-3589 or natalia.velikova@ttu.edu.

Expert Pitch

FOR IMMEDIATE RELEASE

DATE: Feb. 26, 2015

CONTACT: Heidi Toth, heidi.toth@ttu.edu
(806) 742-2136

Expert: Obama's Wall Street Crackdown a Game-Changer for Middle Class Americans

Pitch

President Obama announced this week that the Department of Labor will “crack down on Wall Street,” leading to a requirement that all retirement advisers be held to the fiduciary standard, which essentially requires them to put their clients’ financial interests before their own. This proposed change could save Americans who use an adviser for retirement investments thousands of dollars in the course of their working lives.

Harold Evensky is a certified financial planner (CFP) and professor of practice in Texas Tech University’s nationally recognized [Department of Personal Financial Planning](#). He is chairman of Evensky & Katz/Foldes Financial Wealth Management in Miami and is on the Committee for the Fiduciary Standard, which has been working for this change. He has been chairman of the CFP Board of Governors and a member of the International CFP Council, TIAA-CREF Institute Investment Advisory Board, IAFP National Board and has been published in multiple financial planning journals.

Expert

Harold Evensky, personal financial planning professor, (806) 834-5042 or HEvensky@ek-ff.com.

Talking Points

- Most investors believe regulations require their retirement adviser must put their best interests in mind, but this isn’t always true. Investment advisers are required to place the client’s interests first and eliminate possible conflicts of interest, according to the Investment Advisor Act of 1940.
- Brokers, however, are monitored by the Financial Industry Regulatory Authority (FINRA), an independent securities regulator. FINRA requires only that the broker-dealer reasonably believes any recommendations made are suitable for the client. Often the difference isn’t clear to average investors.
- The debate in Washington centers around holding all retirement advisers, whether brokers or investment advisers, to the same standards: appropriately handling possible conflicts of interest and putting investors’ interests first. President Obama’s direction to the Labor Department would do this.

Quotes

- “Many investors believe all brokers and advisers are required to place the investor’s interest first. That’s not always the case.”

- “There’s an important distinction in terms of loyalty; a broker’s loyalty is actually to the broker-dealer he works for, not necessarily the client.”

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 26, 2015

CONTACT: K'Leigh Sims, kleigh.sims@ttu.edu
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Texas Tech Cancels 2015 Sibling Weekend Due to Weather The event has been rescheduled for April 24-25.

Due to the forecasted weather conditions, Texas Tech University's Parent and Family Relations has canceled the 2015 Sibling Weekend event, scheduled for Friday and Saturday (Feb. 27-28). The event has been rescheduled for April 24-25.

Sibling Weekend is an event where Texas Tech students' brothers and sisters, ages 8-15, have a chance to experience life as a Red Raider when they visit campus for a weekend. Kids participate in several activities on campus, including visiting the [Robert H. Ewalt Student Recreation Center](#), breakfast in a dining hall and classroom experience with Texas Tech professors.

Information regarding media opportunities will be released at a later date.

For more information about Sibling Weekend, visit Texas Tech's Parent and Family Relations [website](#).

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

CONTACT: Pamela Carrizales, unit coordinator, Parent and Family Relations, Texas Tech University, (806) 834-6705 or pamela.carrizales@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 26, 2015

CONTACT: Karin Slyker, karin.slyker@ttu.edu

(806) 742-2136

Texas Tech Professor Receives Two CPRIT Grants to Study Cancer Metastasis and Tumor Cell Detection

[Siva Vanapalli](#), an associate professor in the [Department of Chemical Engineering](#), at Texas Tech University, recently received two grants from the [Cancer Prevention and Research Institute of Texas \(CPRIT\)](#) to study the movement of tumor cells throughout the body and new methods of detecting cancer cells.

One of the grants was received under the highly competitive CPRIT's Individual Investigator Program for \$674,465. Only about 10 percent of the projects that apply for this grant are funded. The other grant is a high-impact/high-risk grant for \$199,993.

"These grants are about developing new methods and tools to better understand cancer metastasis and detect tumor cells," Vanapalli said.

Metastasis is the process in which cells from a primary tumor break-off, enter the blood stream and create new tumors elsewhere in the body. The metastasis of tumor cells is what causes death in about 70 percent of cancer patients. The basic understanding of a tumor is that once the cells enter the body's highway system (blood flow), the cancer threat becomes increasingly dangerous. Previous research has led scientists to believe the most aggressive cells are soft and deformable so they can speed through the blood stream, squeezing through spaces of various sizes and shapes. The question is why.

"You may be wondering how a chemical engineer fits into this," Vanapalli said. "My expertise is fluid flow and building miniaturized devices to study fluids and deformable objects, such as cells, in flow."

With the three-year grant, Vanapalli and his collaborators Boyd Butler in the [Department of Biological Sciences](#) and Everardo Cobos at the [Texas Tech University Health Sciences Center](#), will build microfluidic devices that mimic blood flow to study how tumor cells move inside capillaries, how they squeeze through tight spaces, whether they are subject to fragmentation and how they become stuck.

A better comprehension of how tumor cells behave under flow conditions comparable to a human body could lead to better drug testing.

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“Dr. Vanapalli is to be commended for his valuable contributions to research and also his efforts in obtaining funding,” Texas Tech President [M. Duane Nellis](#) said. “Given the competitiveness for research funding across the board, this example is reflective of the diligence of our faculty to secure valuable funding, so that they may continue making their impacts on the world.”

The second high-impact/high-risk grant received will be used to explore a new technology to rapidly detect cancerous cells inside a single blood sample.

Currently, the standard test takes an antibody-based approach. Tumor cells express antigens, so that when the appropriate antibody is injected into the sample, tumor cells are lured out and separated from non-tumor cells. When counted and compared to subsequent samples, the process provides some indication as to how the disease is progressing.

However, this approach has several challenges. The process must be done slowly over a period of several hours to prevent damage to the fragile cells. That also means that as one test is administered, samples from different patients require storage, which could compromise their integrity.

Accuracy is also a concern, because tumor cells are not all alike and may not contain the same antibodies. The antigen also may not react to the first antibody introduced, or even the second. The laboratory may require several samples for thorough testing; meanwhile there is an increased likelihood for false results.

“Tumor cells can change or evolve,” Vanapalli said. “After all, their purpose is to grow and spread, eventually killing the person who has it.”

Vanapalli and his collaborators, including Wei Li, an assistant professor in the [Department of Chemical Engineering](#), propose a new type of testing, one not based on antibodies and without markers, but holography. Through laser imaging at speeds up to 3,000 frames per second, a computer can capture images from all angles and reconstruct a model of all cells in the given sample, testing for all types of cancer in a matter of minutes.

Vanapalli said this testing could not only detect cancer cells in blood, but it could also help a physician make rapid decisions regarding a patient’s course of treatment.

“Congratulations to Dr. Vanapalli for securing these prestigious CPRIT grants,” said [Robert Duncan](#), Texas Tech University System chancellor. “This is a tremendous example of collaboration between researchers at two of our system institutions as well as a look at the kind of ground-breaking research that takes place on all of our campuses.”

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CONTACT: Siva A. Vanapalli, associate professor, Department of Chemical Engineering, Whitacre College of Engineering, Texas Tech University, (806) 834-1757 or siva.vanapalli@ttu.edu.

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 27, 2015

CONTACT: Allison Matherly, allison.matherly@ttu.edu
(806) 742-2136

Classes Cancelled Due to Winter Weather Feb.27

This is an emergency message from Texas Tech University.

Texas Tech will be closed today, Feb. 27, due to winter weather. All morning, afternoon and evening classes are canceled. This includes all TTU and System employees.

Stay tuned to emergency.ttu.edu and local media for updates.

If you have received this message in error, we apologize for the inconvenience. Please report to techalert@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 27, 2015

CONTACT: Lisa Du Bois Low lisa.low@ttu.edu.
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TEDxTexasTechUniversity Event Delayed Start: 10 a.m. Feb. 28

Because of the winter weather, TEDxTexasTech 2015 will have a delayed start tomorrow (Feb. 28, 2015). Doors at the Student Union Building located on the Texas Tech University campus will open approximately 8:45 a.m. The program will conclude at approximately 5 p.m.

Barring further weather-related developments, all speakers have confirmed their intent to take the TEDxTexasTech stage. For more information and the complete speaker lineup, visit the conference website at tedx.ttu.edu.

About TEDx, x = independently organized event

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TED Talks video and live speakers combine to spark deep discussion and connection. These local, self-organized events are branded TEDx, where x = independently organized TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized. (Subject to certain rules and regulations.)

About TED

TED is a nonprofit organization devoted to Ideas Worth Spreading. Started as a four-day conference in California 30 years ago, TED has grown to support its mission with multiple initiatives. The two annual TED Conferences invite the world's leading thinkers and doers to speak for 18 minutes or less. Many of these talks are then made available, free, at TED.com. TED speakers have included Bill Gates, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Sal Khan and Daniel Kahneman.

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

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Web Only

‘Boyhood’ or ‘Birdman?’ Texas Tech Film Experts Predict Oscar Winners

By Heidi Toth

If there’s one thing Oscar watchers can agree on, it’s that no one will ever forgive the Academy for not nominating “The Lego Movie.”

Movie experts from Texas Tech University weighed in on who should win, who will win and what excitement may be coming from the 87th Academy Awards on Sunday evening.

Robert Peaslee, teaches visual communication, writing for feature film and “The Blockbuster” in the College of Media and Communication

Best Picture

My sentimental choices are “Boyhood” and “Birdman,” both of which are cinematic high-wire acts, but in different ways. “American Sniper” has mass appeal and the Eastwood pedigree, so that might be the safe bet, but I’m going to take “Boyhood” by a nose.

Best Actor

Oscar loves a [mostly] true story, so Bradley Cooper may steal one here — but he also loves a comeback, and this is Michael Keaton’s category to lose.

Best Actress

Meryl Streep! Oh wait, never mind. I like Julianne Moore here for degree of difficulty and an established presence on the red carpet.

Best Supporting Actor

Ed Norton does his best work in a while in “Birdman,” and Ethan Hawke is quietly masterful in “Boyhood.” Hawke’s performance, however, is subtle enough to be overlooked, and Norton’s is probably a bit too showy, leaving the door open for J.K. Simmons.

Best Supporting Actress

There’s Meryl Streep! But not this year. This is the one slam dunk: Patricia Arquette’s careful, stripped-down approach to the desperation and joy of single motherhood is simply a master class.

Best Director

Wes Anderson had his moment at the Golden Globes, but Alejandro Iñárritu and Richard Linklater will duke it out. The subject matter of “Birdman” may be just a little too unapproachable and esoteric for mainstream voters, but that is a director’s (and an actor’s) film frontward and backward. Linklater takes home the statue.

Best Animated Feature Film

The greatest travesty in recent Oscar history occurred when “The Lego Movie” was left off this list. I lean away from the sequel and look for either “Big Hero 6” or “The Box Trolls” to win. Edge to the former for its California-centric storyline.

Biggest upset of the night

Look for Damien Chazelle’s “Whiplash” to take the Adapted Screenplay category. This is a film that film people adore.

Dean Nolen, teaches acting, writes and edits “The Film Encyclopedia, member of the Screen Actors Guild

Best Picture

“Birdman” will likely take it home, and it should. In terms of powerful, innovative filmmaking/storytelling, Iñárritu and company knocked it out of the park. Exquisite cinematography, editing, screenplay, art direction, performances and visionary direction is all there.

Actor

On one hand, there is a rallying cry of a performance from long-lost, one-time A-lister Michael Keaton, who likely will walk away with the statue. His is a gutsy performance with not one ounce of fear or hesitation. On the other hand, there’s Eddie Redmayne in “The Theory of Everything;” the Academy does love a transformational performance, and Redmayne’s is no exception.

Actress

Julianne Moore has turned in worthy performances for almost 20 years now, has been nominated five times without a win, and her work in “Still Alice” is as strong as anything she’s done. It’s time she took home the prize.

Supporting Actor

J.K. Simmons’ performance in “Whiplash” is likely a lock. Simmons’ performance, where he plays an abusive music teacher/conductor/jazz artist, is hard to watch and cringe-worthy. In terms of watching a craftsman at work, however, Simmons’ performance is mesmerizing and impressive.

Supporting Actress

Emma Stone and Meryl Streep are the standouts in this category. However, the Oscar will go to Patricia Arquette. Arquette brings nuance and vulnerability. The role is OK as written, but her performance anchors the film. Overall, I would give a slight edge to Emma Stone’s edgy, bitter daughter in “Birdman,” but I will be happy to see Arquette walk off with the statue.

Director

Iñárritu is a filmmaker’s filmmaker, and “Birdman” represents a new level of creativity. Fresh in terms of its subject matter and imagery/tone, Iñárritu is successful as a risk-taker. Linklater is another accomplished and beloved filmmaker and has turned in a unique and admirable film with “Boyhood.” However, it can’t compare to the spectacle of modern storytelling Iñárritu brings to bear with “Birdman.”



Animated Feature Film

“The Lego Movie,” which should win, isn’t up for the award, so I will go with “How to Train Your Dragon 2” because it seems to have the most momentum going into Sunday. But if there were an upset Sunday night in this category, it could be “The Tale of the Princess Kaguya” taking home the statue.

Biggest upset of the night

There could be a true upset if, say, “The Grand Budapest Hotel” were to take home the top prize, which is not entirely out of the question. “American Sniper” could also benefit from its hot box office run, but it’s unlikely. Or maybe Duvall carries home a statue, besting favorite J.K. Simmons. Most likely upset is if Redmayne wins over Keaton, which would be disappointing but not undeserved.

Rob Weiner, pop culture expert

Best Picture

“American Sniper.” I just think this picture has struck a chord with the American public and will probably win the award. I would like to see “Birdman” win as I think it’s a better movie.

Best Actor

Bradley Cooper is the favorite, but I hope Michael Keaton wins.

Best Actress

Rosamund Pike in “Gone Girl.” She is so evil in the role, but does it perfectly.

Best Supporting Actor

Mark Ruffalo, as his performance is outstanding. I don’t think people realize what a terrific actor he really is.

Best Supporting Actress

Emma Stone, who is just amazing as the daughter of the washed-up Michael Keaton in “Birdman.”

Best Director

I imagine Richard Linklater will win as “Boyhood” seems to be a favorite.

Best Animated Feature Film

“Big Hero 6,” which is a great film, but with “The Lego Movie” snubbed there is no justice in this world.

Biggest upset of the night

If something other than “Boyhood” or “American Sniper” wins Best Picture, I would love to see it. My favorite is “Birdman” or even “The Theory of Everything.”

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Paul Reinsch, teaches “Introduction to Film” and courses on adapted films

Best Picture

“Birdman,” because the weighted voting system for Best Picture favors a movie some love but everyone thinks is at least admirable. Plus, actors love movies about how underappreciated they are.

Best Actor

Michael Keaton, “Birdman”

Best Actress

Julianne Moore, “Still Alice”

Best Supporting Actor

J. K. Simmons, “Whiplash”

Best Supporting Actress

Patricia Arquette, “Boyhood”

Best Director

Richard Linklater, “Boyhood”

Best Animated Feature Film

“How to Train Your Dragon 2”

Biggest upset of the night

“Everything is Awesome” winning best song

Tim Day, teaches film classes and writes the blog [Day at the Movies](#)

Best Picture: “Boyhood”

Best Actor: Michael Keaton for “Birdman”

Best Actress: Julianne Moore

Best Supporting Actor: J.K. Simmons

Best Supporting Actress: Ugh, they are all are so bad here. Patricia Arquette?

Best Director: Richard Linklater for “Boyhood”

Best Animated Feature Film: “How To Train Your Dragon 2”

Biggest upset of the night: No Ellen DeGeneres selfie to break the Internet or Kanye interrupting Keaton to say, “Imma let you finish but... Jake Gyllenhaal...my boy should have won for ‘Nightcrawler,’ yo...”



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Predictions aside, read Day's breakup [blog](#) with the Oscars to find out what he really thinks.



Web Only

Fear of Terrorism Hastens Path to Burnout for Israeli Workers

Yitzhak Fried, the new Rawls College of Business area coordinator of management, examined how the fear of terrorism led to insomnia and increased job burnout.

By George Watson

Despite the attacks on Sept. 11, 2001, and some subsequent smaller acts of terrorism on United States soil, most Americans have remained relatively safe and free from terrorism becoming part of their daily lives.

Not so throughout the Middle East, where suicide bombings and explosions from improvised explosive devices (IED) are much more common, sometimes happening on a daily basis.

Even for citizens completely disassociated with the military or fighting terrorists, the threat of terrorism becomes a real, tangible part of daily life, and its effects are wide-ranging. Professor Yitzhak Fried, a native of Israel who was recently named the area coordinator of management at the Texas Tech University [Rawls College of Business](#), was part of a team that studied the link between fear of terror as a major factor in job burnout as manifested in emotional, physical and mental exhaustion among Israeli workers.

“Other studies before have focused more on the big events of terrorism like 9/11,” Fried said. “What we’ve done here is not focusing on that as much as looking at the ongoing experiences of terrorism. That is the type that will take a toll on you being under that stress all the time, and I think the results are very interesting.”

Living in Fear

The study focused on workers in Israel’s most populous city, Tel Aviv, which has a population of more than 400,000 and is the country’s financial capital. Fried characterized most of those surveyed as working white-collar jobs.

Fried, who worked on the study while in his previous position at Syracuse University, said the study focused on Israeli workers between 2003 and 2008 using collected data about a multitude of attacks that occurred in the country from 2003 to the end of 2004. Between 2000 and the end of 2004, more Israeli civilians died each year due to the conflict with the Palestinians than in any other year since 1987.

“We know, based on other research, the experience of the fear of terror on a constant basis tended to affect adversely the mental experience,” Fried said. “What was missing in this area was the effect on issues related to work and how this experience of terror in general affects experiences at work.”

Fried and his colleagues surveyed 670 Israelis, who were not directly affected by terrorism, while they were visiting a medical center in Tel Aviv for routine health examinations. Employees reported the extent to which they experienced the fear of terror, avoided being in crowded places and were worried for the safety of those close to them. They also reported their experiences at work and their sleeping habits.

The study revealed the constant fear of terrorism plants in the back of citizens' minds the idea they could die at any moment, and with that heightened fear came increased likelihood of developing insomnia two years later.

The insomnia, however, was only a gateway to a more serious problem. Fried said those who exhibited insomnia due to the fear of terrorism also experienced an increased susceptibility to quicker job burnout two years after their insomnia increased. Thus, the fear of terror reported in 2003-04 resulted in an increase in job burnout four years later.

"People who are feeling tired have fewer resources to be able to focus at work," Fried said. "That doesn't mean other factors are not contributing to the exhaustion as well, but it was interesting to find the fear of terror had a significant effect."

Fried said the effects can continue even after the fear of terrorism diminishes. The study found those surveyed after 2004 continued to experience insomnia and job burnout even after the number of terroristic attacks in Israel decreased in number.

Getting away from terror attacks for Israeli workers was also difficult. Unlike America, where transitioning from one job to another is common, simply walking away from a job to escape terroristic attacks is not easy in Tel Aviv, so geographical factors really did not play a part in this study.

"It's typically not easy to leave a job (in Israel)," Fried said. "During this uprising you could have walked in the middle of Tel Aviv and gotten hit. People, in the back of their minds, know that and it affects all their experiences."

Battling the Fear

Another aspect of the study examined how workers dealt with the fear of terrorism and what support could help alleviate those fears and stave off the insomnia and resulting job burnout.

Fried said the study found receiving work-related emotional and instrumental support from colleagues helped employees to experience less insomnia and develop less burnout. Colleagues who were going through the same experiences could aid employees in technical issues due to a sleepless night and share their fears.

The study also showed receiving emotional or instrumental support from supervisors had little effect on reducing either insomnia or burnout.

"If workers could create an environment of collegiality and support, it would have a positive effect on how they were reacting," Fried said. "The level of insomnia was reduced significantly, and so is the level of burnout. If you can have friends you can share with and



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talk to and get comfort from them, it tends to have a longitudinal effect on the ability to cope with it.

Fried said their study did not examine the relationship between job burnout and productivity, but other studies have examined that dynamic.

If the chance arose, he would like to conduct a similar study regarding workers in the United States, particularly in New York with the effects from more than 13 years ago.

He would also like, going forward, to examine why support from colleagues in battling the fear of terror is more effective than support from supervisors. This plays into his strengths and area of interest in management.

“Maybe it’s because supervisors have a more formal approach and colleagues are more informal,” Fried said. “I’d like to know more about it and know the other steps employees and organizations can take to reduce the affects from the fear of terror. Also, the study suggests burnout has tremendous effects on other factors such as health and performance, so it would be good to see those factors in reference to terrorism.”



Statement

Fire Occurred at the Wiggins Complex

Fire started from grill in a staff-used kitchen in the basement.

By Allison Matherly

A fire occurred in a staff-used kitchen located in the basement of the Wiggins Complex at approximately 3 p.m. today. The fire started from a grill and spread to the ceiling through an exhaust hood above the grill. The building was evacuated immediately.

Lubbock Fire Department and the Texas Tech Police Department were dispatched to the Wiggins Complex immediately, and contained the fire. The investigation is ongoing into the source, and LFD continues to check the building.

The Wiggins Complex will be closed through the weekend, and the exact date of reopen will be determined following the completion of the investigation.



Web Only

Minor Explosion at Chemistry Building Injures Four

There were no major injuries in the accident in a chemistry laboratory

A minor explosion in a laboratory in the Texas Tech University chemistry building Monday afternoon sent four people to the hospital with minor injuries.

The incident happened shortly after 3 p.m. when a chemical waste product exploded. All the injuries were described as minor cuts and abrasions.

The case of the accident is under investigation. Clean up from the accident is in progress and there is no further threat of an explosion.



Web Only

Minor Explosion at Chemistry Building

The minor explosion occurred shortly after 3 p.m. Monday.

By Allison Matherly

A minor explosion in a laboratory in the Texas Tech University chemistry building occurred shortly after 3 p.m. Monday. The incident was caused by a chemical waste product. Minor injuries were sustained by four people.

The accident is under further investigation. At this time, the area has been cleared.



Web Only

MMA Class Helps Texas Tech Students Learn to Fight

Students and faculty are welcome at a new student-run class that hopes to provide a good workout.

By Matthew Matherly

In September, Gabyhayes Opusunju and a couple of other students got together and created Raider MMA, a new class at the [Student Recreation Center](#) that offers students the opportunity to learn a variety of martial arts.

Opusunju, who created the class, transferred from the University of Texas where he also taught martial arts. He arrived at Texas Tech in the fall of 2013 and said his initial goal was a Muay Thai class.

“When I came to Texas Tech I noticed there were no clubs that taught Muay Thai, so initially I wanted to start another branch here at Texas Tech,” Opusunju said. “However, after weeks of recruiting officers for the organization, as a team we decided to integrate other forms of martial arts into the group and essentially we came up with Raider MMA.”

Raider MMA offers Muay Thai, Brazilian Jiu-Jitsu, weapons self-defense and more. These classes are for beginning and experienced fighters alike. It's a safe and free class on campus for Texas Tech students and faculty only. Students should bring 16-ounce boxing gloves and wraps.

Opusunju said the class is as much about fun as it is about the experience.

“Even though you learn a lot in our classes, you will do so while getting a really good workout,” Opusunju said. “It's a very fun class. There's a lot of laughter and is also a great way to meet people.”

The class meets from 5-6 p.m. every Tuesday and Thursday at the Boxing Room downstairs at the Rec Center.

To learn more visit the Raider MMA Facebook [page](#).



Web Only

New York Times Best-selling Author and Journalist Discusses Job Market

George Anders spoke to Rawls College of Business students Wednesday.

By Emily Gardner

Empathy and human touch are important to the changing job market, a journalist and New York Times best-selling author told Texas Tech University and Lubbock community members.

George Anders emphasized the importance of empathy and human touch while discussing the macro-level views of the job market with the [Rawls Raiders](#) on Wednesday (Feb. 4). There was a reception in the [Rawls College of Business](#) atrium before the lecture.

Lance Nail, Rawls College of Business dean, said the college wanted to invite a speaker who could speak to the Rawls Raiders and student body about the applied world of business, because that's part of the college's culture.

"When we were going through and talking about the books we might bring in and talk about, George's books really sang to me," Nail said. "When we talk about talent that whispers and the jagged resumes, and some of the things our students heard about Wednesday, Texas Tech was there. The Rawls College of Business was there."

Anders provided views on how the United States can adapt to a changing job market that involves technology and human touch, including what employers, schools, individuals and parents can do.

Employers must embrace the changes technology provides or their competitors will, as well as cherish what people can do, Anders said, listing financial planners as an example because they provide a human touch to the process.

"You need to create a culture that's not just about driving costs down," Anders said, "but also about adding value through human touch because that's every bit as important."

Schools need to spend less time on the mechanics of learning and more time on creative learning, Anders said. They also need to put more emphasis on collaboration, because teamwork is part of the business world. It's also important to add business skills to another set of skills.

"It's great to have STEM skills, it's even better to have STEM skills plus a sense of how to run a business," Anders said. "It's great to have an advanced degree in biology or a medical degree, it's even better to have both an M.D. and business skills."

Individuals need to read to adapt and Anders recommended “The Alliance” by Reid Hoffman, co-founder of LinkedIn, as material that needs to be read.

Anders concluded his list by saying parents can help by giving kids a chance to participate in the collaborative, human-touch world. He told a story about the lessons he thought his children would learn from operating a lemonade stand but said he was wrong about the real value of the stand, which is if people are nice, interact and smile at each other, there’s no telling the amount of money that will be made or how much joy will be brought.

Anders also referenced “[The No. 1 Job Skill in 2020](#),” the article he wrote for LinkedIn Influencer in 2013, where he said jobs that require the human touch, including personal financial planners, sports coaches and occupational therapists, are critical. Jobs requiring human touch and empathy have a tremendous future.

Anders met with Rawls College of Business undergraduate and graduate students throughout the day where he discussed a micro-level view of the job market and offered advice.

“I’ve spent 30 years rattling around in a lot of different jobs, and I hope the students can take some things from my experience that may be relevant and helpful to them,” Anders said. “Hopefully they can see that there are opportunities in this world they shouldn’t feel bashful about pursuing.”



Web Only

Physicist Brings Science, Art to Life With Multimedia Performance

Brian Greene combines a fictional story with real science and beautiful music to create
“Icarus at the Edge of Time.”

By Heidi Toth

The Greek myth about Icarus, a young man imprisoned in a tower with his father, ends when he ignores his father’s warning and flies too close to the sun, melting his wax wings and plummeting into the ocean to his death.

That ending never sat well with Brian Greene.

“If you want to do anything original, if you want to do anything ultimately great, you’ve got to go against what happened before,” the internationally renowned physicist told an audience of thousands of teenagers Wednesday (Feb. 4) at Texas Tech University.

Greene reworked the ancient myth, producing “Icarus and the Edge of Time,” a multimedia performance that tells the story of a young man who lives on a spaceship. One day, determined to do something bigger than the confines of the ship, he flies a small craft to the edge of a black hole. He makes history – then finds himself a part of history when he discovers the gravity surrounding the black hole caused time to slow down. What seems like an hour to him was 10,000 years.

On Wednesday, about 3,500 area middle and high school students came to the City Bank Auditorium for two performances, which included a full orchestra directed by music professor Keith Dye performing a score from Oscar-nominated composer Philip Glass. Greene narrated as a film followed the story of young Icarus.

It leaves a much different message than the original myth, acknowledging that discovering something new about the universe can give an explorer new and uncomfortable perspectives, even causing grief over the loss of what was, while reminding viewers that pushing the boundaries of what is known is necessary to discovery.

Texas Tech President M. Duane Nellis and Provost Lawrence Schovanec welcomed the students to the first performance of the unique collaboration, which the [College of Education](#), [College of Visual & Performing Arts](#) and [Whitacre College of Engineering](#) co-sponsored.

“My wish for today is that, like the modern-day Icarus of Dr. Greene’s story, you will be inspired to take daring journeys in your life,” Schovanec said.

Greene, a physics professor at Columbia University, wrote “Icarus” with a multimedia performance in mind. His book publisher suggested turning the narration into a book. The

idea, he said, is to make science understandable and interesting. Many people write it off as too hard, but with “Icarus” it is combined with music and art and suddenly becomes more approachable.

“The most exciting thing is when you see the music affect the story, the story affect the film, the film affect the music,” Greene said.

He is working on a sequel to “Icarus,” which will premier in New York City in December. He’ll answer the big question the viewer is left with at the end of the first book – what happens to Icarus? – but declined to give away the ending. The two stories will then be performed as two acts in the same play.

He thinks of these stories not as science fiction, but as science in fiction.

“This is how the world actually works,” Greene said.

For more information on “Icarus,” watch the [trailer](#), read a [review](#) or go to Brian Greene’s [website](#).

Sidebar: About Brian Greene

Brian Greene is a world-famous theoretical physicist who teaches at Columbia University. He is the co-founder of the [World Science Festival](#) in New York City and has written numerous nationally best-selling books, including “The Fabric of the Cosmos” and “The Elegant Universe.” He has been interviewed on “[The Colbert Report](#)” and the “[Late Show With David Letterman](#)” and discussed his book “The Hidden Reality” during a cameo on “[The Big Bang Theory](#).” He earned his undergraduate degree from Harvard and his doctorate from Oxford University, where he was a Rhodes Scholar.



Web Only

Researcher: ‘Fifty Shades’ Less Naughty, More Normal

Patricia Hawley’s research shows submission fantasies are common in both women and men.

By Heidi Toth

Where people spend their money is indicative of what they like.

The runaway popularity of the “Fifty Shades of Grey” series, with its elements of BDSM, and the romance genre in particular, has been taken to indicate that millions of American women have abnormal and rather uncomfortable fantasies about sex. Academics, journalists and comedy writers have all asked, in one form or another, “What is wrong with women?”

Nothing, a Texas Tech University researcher says. The popularity of this genre simply acknowledges that women fantasize about sex, and in their fantasies they like to feel sexy and desired. There’s nothing pathological about that, said Patricia Hawley, a professor of educational psychology at Texas Tech.

She doesn’t see the fascination with the books as a sign that women secretly want to be beaten with riding crops or feel so guilty for fantasizing about sex that they have to picture themselves almost – but not quite – having it taken from them by an overwhelmingly powerful man.

Rather, Hawley, who researches power relationships, sees the book as a standard romance novel that highlights a common theme in fantasy: the desire to be passionately pursued by a strong, powerful lover who knows what he – or she – wants and will do whatever it takes to get it.

“The fantasy is that, first of all, you’re super, super sexy, because how else can you account for such a powerful alpha male coming after you?” she said. “That’s a great fantasy for women, and you know what? It’s also a great fantasy for men.”

Ordinary woman, extraordinary man

One purpose of sexual fantasy is to enhance self-esteem, Hawley said. Being an ordinary woman who is not only noticed but chased by this almost unnaturally attractive, wealthy man will make a woman feel good about herself. Romance novelists portray that type of women.

“She’s an everyday girl, and she attracted the attention of the alpha male. The average girl is appealing in ‘Fifty Shades’ because if it can happen to her, it’s not such a ludicrous fantasy for me to think about, as an average woman of average age and average appearance.”

Author E.L. James didn't leave this point to chance, Hawley said. She made quite clear the reader knew just how average her protagonist, Anastasia, was by putting her next to beautiful women who had much more to offer. Yet the hero doesn't care.

"What was interesting about 'Fifty Shades' is the author really drove this point home," she said. "She surrounded Christian Grey with really sexy women that he had no interest in. It was Anastasia. 'What have you done to me, you're in control.' He portrays it as if the power is all hers – 'you've made me do this, because you are just that hot and seductive and desirable.' That's the fantasy – to be hot, seductive and desirable."

In addition to enhancing self-esteem, this idea gives the perceived submissive partner a significant amount of power, belying the current feminist writings that focus on the belief that women always see sex as an act of subjugation.

Power research

Hawley studied "Mine to Take" by romance novelist Dara Joy, published in 1998 and chock full of sex, passion, intrigue and barely clad people on the cover.

She and a group of undergraduate students created ways to measure what about such stories people enjoyed. They created a vignette similar to scenes found in "Mine to Take:" a young woman goes into a room with a strapping man. He grabs her, holds her in a vice-like grip and growls at her to tell him to stop. She finds she doesn't have the voice to tell him to stop, even if she wanted to tell him to stop. Maybe she should, but she doesn't.

Both male and female college students read this vignette, Hawley said, and answered questions about it. Overall, they enjoyed the scene. She wanted to find out what specifically they enjoyed, so she started removing parts of it. First, she removed the sex. People liked it less.

Then she removed the perception of force, taking out "vice-like grip" and other seemingly aggressive words and phrases. The preference stayed the same, indicating readers weren't turned on by the use of force per se.

"If you take the force out and people still like it, the force isn't causing the preference," she said. "You take the sex out and people don't like it, the sex is making a difference."

Instead, it appears the appeal lies in the fact that the vignette portrays a very passionate exchange. Masochism had little to do with it.

She also asked the students what elements were present in their sexual fantasies. Both men and women fantasized about being submissive. She found that men actually fantasize about being submissive more than women, which adds to her theory that a heavily pursued lover feels greater self-esteem because of the pursuit, even though, and likely because, they are not the dominant one.

"One of our human motivations is to enhance our power, and to be passionately pursued actually gives the power to the fantasist," Hawley said. "You're so, so sexy that that person pursues you this way."



TEXAS TECH UNIVERSITY

Finding the novelty

Much has been made about the BDSM (bondage/discipline, domination/submission, sadism/masochism) elements and how these novels are new and different, but Hawley said those elements contribute only the novelty in the story, much like adding vampires to a romance. The story remains basically the same, she said; only the quirks change.

“You get a formula layered with novelty,” she said. “From my view, it was a formulaic romance novel. That can account for a good deal of its success.”



Web Only

SMIF Provides Real-World Experience for Future Investment Analysts

Students in the Rawls College of Business manage
a near-\$3 million portfolio each semester.

By George Watson

A stock ticker constantly scrolls above the door of a room on the first floor of the Rawls College of Business, giving just a hint of what lies beyond the art glass walls designed to conceal what's inside.

Inside, undergraduate and graduate finance students have noses buried in computer terminals, one screen showing various numbers correlating with certain codes that represent businesses around the world. Another screen displays lines that look like a multi-colored, erratic electrocardiogram or possibly the latest detection in seismic activity.

What is displayed on these screens is as vital to the Rawls College of Business as any other function in the building. It is giving future finance majors valuable, real-world experience that will allow them a head start upon graduation.

This is the SMIF room – the Student Managed Investment Fund. Inside, 20 act as stock analysts and investment managers by keeping watch over a near-\$3 million portfolio that supports professorships and scholarships within the Rawls College of Business.

“(Students) will take a lot of other finance and accounting hours, and other hours within the college of business and elsewhere that matter to them to become very employable and attractive candidates,” said Jeff Mercer, the Wylie and Elizabeth Briscoe Chair of Finance, who oversees the SMIF. “This course gives them a little bit more of that ability to talk the talk and walk the walk. What they do in the SMIF class is exactly what they will be doing six months after graduation for an investment management firm.”

The SMIF was established in 1997 thanks to the efforts of former Texas Tech University Board of Regents chairman James E. Sowell with an endowment of \$500,000 given to the Texas Tech Foundation. Col. Guy Cloud later contributed a gift of \$250,000 to the fund. Rawls alumnus and former trustee of the Valley Foundation, Robert E. Brown, helped fund the purchase of the technology and equipment used in the class.

The SMIF class, a finance course known as FIN 4326 for undergraduate seniors and FIN 5327 for graduate students, is offered each fall and spring semester but is limited to 20 students, typically 10 undergraduate and 10 graduate students.

In the class, students learn how to use real-world technologies and research to manage the SMIF fund. By the time the semester is over, students will have learned valuable knowledge that makes them extremely attractive to potential employers.

“It is an amazing program that allows students to obtain the experience of working as a first-level analyst, but also pushes you to ask the questions and find the answers, something that cannot be found in many other classes at the Rawls,” said Logan Johnson, a senior financial investments major from San Antonio. “This is why I wanted to be in the SMIF, to challenge myself and see if I possibly had a small part of what it would take to work in the real world.”

Extremely competitive

Because actual dollars are involved and the class deals with real-world situations, the competition to get into the class – and stay in it – is high.

The number of students in the class is capped at 20 for a reason, Mercer said. It makes it more manageable for him to supervise students and also because the demands and responsibilities placed on students are high. Mercer said there has been consideration in the past of increasing the class size, but the faculty feels 20 works best.

The process to get into the class involves more than just signing up and being chosen.

“Students know they have to be on top of their game to get in here in the first place,” Mercer said. “We interview them, run them through and look at their resume, their grades, other courses they have selected and the rigors of those courses. The students who are really interested in the investment management career track, they keep their eye on the ball and they know what they need to be doing to have a good shot at getting into the class.”

The competition, so to speak, doesn’t end just by being selected into the class. Students are required to earn certification in the use of the Bloomberg Terminal. This is the industry-standard software used by most investment managers that allows them to monitor and analyze real-time financial market data and place trade orders on the electronic trading platform. Bloomberg allows students to make sense of the mounds of analytical research data that is gathered in the class.

“My career goal is to become a portfolio manager and possibly be in charge of a hedge fund,” said Michael Ijeh, a senior finance major from Houston. “The SMIF program is the best way for me to gain exposure to the different styles of investments and use the same Bloomberg Terminals analysts on Wall Street use.”

Using Bloomberg, students manage a part of the \$3 million portfolio each semester. Mercer said the portfolio is broken up to reduce volatility that could happen from spring semester students undoing in a short period of time the actions taken by fall semester students, and vice versa.

For example, the 2015 spring semester students will analyze and manage the portfolio managed by the 2014 spring semester class, and likewise for the fall. This ensures stocks purchased by students in one semester will stay in the portfolio for at least a year, if not



longer. Mercer said having 40 different stock holdings allows students to make some decisions and do some trading.

“One thought every investor has to remember is that investing styles can be cyclical at times and that you can’t always switch to the strategy that’s the ‘flavor of the month,’” Ijeh said.

Measuring success

By most standards, it would seem easy to measure student success in this class – how much did the portfolio grow or shrink?

Mercer said, however, using that standard is unrealistic even if it sounds simple because all the demands from other classes and work outside of school prevent students from dedicating the amount of time that is equal to professional investment managers.

“It absolutely is not, and in our view cannot, be based on a student’s investment performance,” Mercer said. “We don’t want to put that kind of expectation on a 20-year-old ... that they are in trouble if they do some damage to \$50,000 worth of principle in the SMIF. It’s not fair and it’s not reasonable because these students take 12, 15, 18 hours, they work their tail off and many of them work jobs or internships outside of this building.

“Now, we do want them to feel the pressure of making investment decisions, because making investment decisions, both buying and selling, is very difficult, and you can’t let doubt get into your head.”

With this experience, not only do students who participate in the SMIF go on to become security analysts and investment managers, but many also attempt to become Chartered Financial Analysts, a prestigious designation that can take several years to achieve and that requires passing three separate day-long exams. Mercer said the exams are so tough the pass rate hovers at about 50 percent.

Mercer lauds the number of students who have gone through the SMIF and become successful money managers, and that’s a track record that continues to grow as the number of students who complete the SMIF course increases.

“Success in SMIF can be broken down into two questions,” Johnson said. “Did you learn, and were you able to apply that knowledge to your stock pick? If you accomplished both of these then professor Mercer graded you on this basis. Also, hard work can go a long way.”



Web Only

Student Spotlight: Texas Tech Student Composes, Produces Music

Gilde Flores continues music career while earning undergraduate degree.

By Emily Gardner

Texas Tech University student Gilde Flores has always considered music his hobby, but started to make it his career in 2007. Around the time the senior human development and family studies major entered Texas Tech, his career began to take off.

Flores started playing music and joining bands when he was 14. His father, who is a musician, taught Flores the basics of several instruments, and his mother and stepfather bought him his first guitar. His desire to learn other instruments is what led to touring the U.S. with bands that were signed to major record labels, after which he became a sound engineer at Don Caldwell Productions. It was then he decided to become a music producer and composer.

“I love the creativity and freedom of expressing what you can’t really say, but feel,” Flores said. “Music has a way of moving people in their own unique ways, and to be able to contribute to motivating someone else’s emotions is a great feeling. I mostly enjoy the fact that something gets manifested from nothing and although it is intangible, it can truly be felt.”

Through extensive networking, Flores licensed his music to several networks, including MTV, Bravo and E! Network. He now mainly works solo and creates custom music for television, advertisements, film, radio, movie and video game trailers, and as a recording artist.

He composed music for “Wolverine,” which he said is one of his most prized pieces of work. He also has produced music for “Shahs of Sunset” and “Keeping up with the Kardashians,” which he worked on with George Mathews, owner of SMASH COAST Music Publishing and vice president of licensing and creative services for Mach 1 Music in Los Angeles. Mathews also worked on various other products with Flores in the more than four years the pair has worked together.

“In the time that I’ve known Gilde, he’s gone from producing background music for television shows to scoring indie films, composing musical scores for major commercial brands, video game manufacturers and motion picture trailers,” Mathews said. “I still marvel at his growth and dedication. I literally watched him teach himself to compose classical music for film and video games.”

Flores composes his music using his own preproduction setup and sends the track to a songwriter for lyrics and vocals before pitching the music. He records himself playing

different instruments depending on the type of project. Flores said he generally works with music supervisors and advertisement firms to receive opportunities. As of December, he has composed and recorded music for a movie and video game trailer album. Examples of Flores' work can be found on his [website](#).

Flores said his plan is composing music for films and video games and ultimately moving to California. He never formally studied music and instead is teaching himself orchestration and music theory to accomplish his goals. He also wants to attend graduate school to become a licensed counselor. In this too, he hopes to incorporate music.

Flores has the potential to be one of the biggest composers around. He is talented and has a high level of humility, which is very rare. Flores is a good person, husband, father and friend before being a great musician, Mathews said.

Flores' journey has not been traditional. He started touring directly out of high school, resulting in an education gap before attending South Plains College and transferring to Texas Tech. He continues to balance school, music and freelance work, and his family. He is married with three children – one son and two daughters.

"I can truly say I don't regret any part of it," he said. "Instead, I find it's helped me gain another level of insight and technique I will carry forward in both my academic and music career. This experience has helped me become more determined, focused and passionate, and has instilled a sense of integrity. I push harder to set an example for my children."

Student Spotlight Questions

Why did you choose Texas Tech?

I chose Texas Tech because it had been in the back of my mind since high school, and I married an alumna, which is what finally motivated me.

What is your favorite memory at Texas Tech so far?

My favorite memory has to be being recognized by The Daily Toreador. It was a great experience and an honor to be able to share with the readers something that I dedicated a lot of time to.

Who is your favorite professor? Why?

The Department of Human Sciences is filled with amazing people. All of them have made a huge impact by the knowledge and personal stories they've shared. They all played a major role in my education and also shared moments in my own journey, including Mitzi Ziegner, Yvonne Caldera, Shera Jackson, Jeffrey Wherry, Rhonda Eade and Alan Korinek. I can't honestly pick just one.

What is your favorite spot on campus?

I actually spend a lot, or really any downtime I have, in the Student Union Building/Barnes and Noble reading area. I have a strong liking for coffee, so after I get a cup or two, I pick a spot to sit and usually read, work on studies, or sometimes work on music via a portable miniature keyboard I carry in my backpack.



TEXAS TECH UNIVERSITY

What is your favorite Texas Tech tradition?

I would have to say the Carol of Lights. It's a great experience to get indulged in the holiday spirit. The suspense factor as the lighting ceremony begins to the sudden illumination of the red, white and orange lights on the surrounding buildings.

What do you love most about being a Red Raider?

The fact that I am a Red Raider in itself. It was always something I thought I would never become, and because of that, it's a major accomplishment to be labeled a Red Raider. Being part of this intangible force is by far one of the best senses of pride I have felt in a long time.



Web Only

Texas Tech Doctoral Student Appears on ‘Jeopardy!’

Jennifer Harris shows what it takes to be a “Jeopardy!” contestant.

By Matthew Matherly

Jennifer Harris got the call from “Jeopardy!” headquarters in October. She was given a date, a hotel and told what to wear.

Harris, an human development and family studies doctoral student in the College of Human Sciences at Texas Tech University, appeared on the popular game show in December. Her episode was aired in December. She finished second, losing to the four-time returning champ and winning \$2,000, but Harris valued her time with the show and the experience she had being on it.

“I didn’t win, but it was still a lot of fun,” she said. “I got to be on TV, bring my family out to California and play on a show that I’ve watched since I was little. Being on that set, getting to know the other contestants and being able to watch the show and know I was there is the coolest part of everything.”

In January 2014 Harris took an online test to determine her eligibility to be on the show. She had 50 minutes to answer 60 questions, and her acceptance was based on the speed and accuracy of her answers. In March she got a call from the show’s headquarters in Los Angeles asking if she would be interested in an in-person interview.

“The first interview was in Raleigh, North Carolina,” she said. “I have family there, so I said, ‘yeah, that sounds good.’”

The in-person interview is a series of tests, including general knowledge, camera appeal and the contestant’s ability to work under pressure such as using the buzzer or working in a time crunch. After the interview Harris was told she would hear from the show in 18 months and if after that time she hadn’t received a call she could reapply. In October Harris got the call and was told her recording would be in November.

Preparing to compete on “Jeopardy!” wasn’t easy. From the time she was told she would be on the show to the recording, Harris had only four weeks. With the myriad of topics and questions that can be asked, studying for the show was time-consuming.

“I didn’t prepare all that much,” she said. “It’s hard because you don’t know what clues are going to come up. I just bought some books about things I knew came up often – presidents, Greek mythology and Shakespeare. Studying was difficult because I was taking some intense courses and last semester was my first semester teaching.”

Harris' busy schedule prevented her from setting aside much time for preparation. As a doctoral candidate she has been working with her adviser on a study involving children's reactions to becoming siblings, she recently started teaching and she has heavy coursework, but having watched the show since she was a child meant she didn't have much studying to do. Harris was ready for a wide variety of questions with only a few outliers about which she wasn't quite sure.

"Getting the order of the U.S. presidents was hard, and I was never big on Shakespeare except in high school," she said. "I knew those were common topics so I just made a couple flash cards, but that was it."

Having prepared for questions, Harris readied herself to go to LA. She said her only real trouble came from deciding what to wear.

"They give very strict guidelines for what to wear," she said. "No patterns, no light colors and no blue, or else you won't look good on TV. That was the only part of the process that was an inconvenience for me, everything else was just exciting. I booked a room in Los Angeles the night before the recording. The morning of, I met up with the other contestants; we got on a bus and headed to the studio."

Once there, Harris was put into make-up, given a practice round and began the waiting game.

"They do a whole week of filming in a day, so five games in about as many hours. They put our names on a flash card and drew a couple out of the stack and that was who played in that game. They picked two for Monday, Tuesday and then Wednesday and that was my day."

Harris played well, but lost to Vaughn Winchell who went on to become a five-day champion. While much of the knowledge she gained isn't transferable to her day-to-day life as a doctoral candidate, Harris is confident the effort and time she put into the show was worth it.

"For me it was all about the experience. I didn't win, but it was still incredible to be able to go to LA, be on TV and share the moment with my family."



Why did you choose Texas Tech?

Texas Tech was actually the only place I applied. It has one of the largest HDFS graduate programs in Texas, and I knew I wanted to do something in this field. I also got great scholarship and fellowship opportunities.

What is your favorite memory at Texas Tech so far?

I love going to the football games. It's so fun joining in with the cheering and learning the fight songs.

Who is your favorite professor? Why?

I'd have to say my adviser, Sybil Hart. When I first came into the program I wasn't exactly sure where I wanted to be, but Dr. Hart had an opening so I was put with her and it has worked out exceptionally well.

What is your favorite spot on campus?

I really like the SUB. It's very modern, there are plenty of food options, the bookstore is right there, and when I first came here I remember being very impressed with it.

What is your favorite Texas Tech tradition?

The Masked Rider running onto the field at football games is my favorite. It's unique, it gets you fired up, and the horse is beautiful. Just seeing the Masked Rider out and about is amazing.

What do you love most about being a Red Raider?

I have had a ton of opportunities to do research and there has always been funding and support. I have been very fortunate to have that, and I know it will serve me well in the future as I try to get a job in academia.



Web Only

Texas Tech Hosts Annual Fitness Challenge

Faculty and staff can register for the eight-week competition starting Monday.

By Emily Gardner

Registration for the Texas Tech University Faculty and Staff Fitness Challenge begins today (Feb. 16) and lasts until March 8. The competition lasts from March 2 until April 26 and includes spring break and Easter week.

Teams must consist of two to four full-time, benefits-eligible Texas Tech employees. The team captain must register the team in one of the three participation levels before the other members can register. Teams should choose their participation level based on their fitness levels and goals. The three participation levels are:

- Raider Rookie, which requires 150 minutes a week per team member
- Raider Power, which requires 270 minutes a week per team member
- Raider Warriors, which requires 360 minutes a week per team member

The program aims to increase daily activity levels among faculty and staff and to support, motivate, inform and encourage the campus community to be active, eat well and be fit. Activities must occur outside the scope of a team member's normal activities to count for minutes and must reach at least a moderate level. To see examples of activities that count, click [here](#). Minutes are recorded once a week through the individual's Get Fit account.

Rewards will be given to teams throughout the competition and include weekly and overall rewards. In order to receive the weekly award, teams must meet their weekly participation minutes. The weekly winner is selected through a random drawing.

All participants will receive a participation reward at the completion of the challenge. Three overall rewards also will be given: best team name, grand fitness and great fitness.

The competition is sponsored by [Human Resources](#) and supported by the [Office of the President](#).

Teams can register and learn more about the activities and rules on the challenge's [website](#). For more information and help choosing team members, contact Betty Blanton, associate director of Fitness/Wellness and Outdoor Pursuits, at betty.blanton@ttu.edu.



Web Only

Texas Tech Hosts Arts in Medicine Seminar

The two-day seminar provided an overview of the Arts for Healing Program at Yale-New Haven Children's Hospital
By Christiani Saucedo

The Texas Tech University Department of English hosted the Arts in Medicine seminar for Texas Tech faculty and students on Jan. 23 and 24. The two-day seminar, led by the Yale-New Haven team, trained interested artist volunteers to work at Covenant Women and Children's Hospital this spring.

Jacqueline Kolosov, a professor in the English department at Texas Tech, said she believes this seminar will built upon Texas Tech's commitment to engage the community and sharing talents to improve the lives of those both within and beyond the university.

"The primary goal was to inspire the artist volunteers and to give them tools and a base that they can build on as they begin their work at Covenant," Kolosov said. "A secondary goal was to strengthen the volunteers' sense of solidarity and community. A third goal was to make the Yale-New Haven team feel welcome and to feel as if they have received a gift in coming here — making such a long trip and such an intensive time commitment."

Janice Baker, a certified therapeutic recreation specialist, directs the Child Life Program that brings art and writing to children in the hospital. Her colleagues include the writer-in-residence, Aaron Jafferis, an accomplished poet who works intensively with youth, and Laki Vazakas, the digital storyteller.

The seminar covered development of the program, artist training and creative content for the writing and video programs, illustrated by patient work. A second day, proposed for artists and others interested in the creative process, provided a hands-on learning experience.

"Attendees saw several videos — examples of digital storytelling basically," Kolosov said. "These were narrated by the patients and feature the patients in the film. Their artwork, music or other creative work also played a role. Fundamentally, the video is a therapeutic and expressive tool for the patient to share his or her experience."

Kolosov said she believes the videos can also be an educational tool to caregivers and hospital staff that educates them on the patient's experience.

"In some cases, as in the case of sickle cell anemia, Yale cares extensively for these patients," Kolosov said. "The videos raise awareness about the disease which is undervalued or under-represented given that the majority of those suffering from the disease are

African-American or part of the African descent. In other words, this disease does not receive the dollars that other diseases do.”

Joe Dornich, a doctoral student in creative writing, is using research hours to work at Covenant, Kolosov said. Other students are integrating the volunteer work into their majors/minors in psychology, English, art history and related fields. Two art students are working with Robin Germany in independent studies.

Kolosov said she feels the program is building a core group of artist volunteers for the future.

“We need to give them the tools and the enthusiasm to work with patients at Covenant, many of whom will be in oncology or in the high risk pregnancy ward,” Kolosov said. “Some of these women are aware that the child they are carrying may not survive beyond birth. The artist volunteers therefore need resilience and compassion and a certain amount of distance and perspective, and that was part of the seminar.”

Sidebar:

The Arts for Healing program, established at the Yale-New Haven Children’s Hospital, builds resilient children and families through self-expression, learning, community and enjoyment of the arts and engages over 7000 participants annually, in family workshops and bedside art making.



Web Only

Texas Tech Nationally Ranked for Best Extras on Campus

The university was ranked for its recreational facilities.

By K'Leigh Sims

In a recent ranking from OnlineSchoolsCenter.com, Texas Tech was recognized as one of the top schools in the nation for some of the best extras on campus, including the university's \$8.4 million outdoor leisure pool. Texas Tech came in at No. 15 and was the highest-ranked school in Texas.

“In the last 40 years, Texas Tech Recreational Sports has worked with students to provide the facilities and programming students want and need,” said Peewee Roberson, managing director of [Recreational Sports](#). “This student-driven process has created an exceptional facility with things students have asked for: the leisure pool, a 65,000 square-foot addition, turf fields and much more.

“Without direct student input, Texas Tech would not have the fine facilities and programs it offers.”

The list of the top 30 colleges with the best extras consisted of schools with availability of student programs, impressive on-campus facilities and exciting events on campus.

Texas Tech was included in the ranking for its recreational facilities such as:

- The fitness and wellness program
- Aquatics facilities (especially the leisure pool)
- Bike shop and rental program
- Athletic facilities

The Robert H. Ewalt Student Recreation Center has more than 242,000 square feet of recreation space for students, including seven basketball courts, a rock wall, free-weight room, workout space, eight tennis courts, the brand new West Rec Turf Field Complex and the coveted leisure pool.

Texas Tech's student leisure pool features a 645-foot lazy river, an eight-lane lap pool, a 25-person hot tub, a diving well with a diving board and drop slide, a snack bar, water basketball, volleyball courts, wading pools and fountains.

“Here at Texas Tech, we not only focus on providing a top-notch education, but also the health and wellness of each and every student,” Texas Tech President M. Duane Nellis said.

“This ranking shows our dedication to a well-rounded experience both in and out of the classroom.”

Web Only

Texas Tech's Waco Site Recognized by Higher Education's Coordinating Board

The university is acknowledged for its degree programs offered.

By K'Leigh Sims

Texas Tech University's [Worldwide eLearning](#) program recently was recognized by the Texas Higher Education Coordinating Board for its teaching site in Waco, located at McLennan Community College (MCC). The university received the recognition for its courses offered locally and remotely.

Texas Tech began its partnership with MCC in 2009 to create undergraduate and graduate degree options for Central Texas-area residents.

The programs are offered through MCC's University Center, where four-year universities can offer their courses on the community college's campus. Through these courses, MCC students can transfer their work seamlessly to Texas Tech, either as an undergraduate or graduate student.

With the Waco teaching site being recognized by the coordinating board, the location will now be included in the board's inventory of recognized statewide teaching sites, on the [Higher Education Locator Map](#) system and on the [College for All Texans](#) site.

These sites provide the Texas Legislature, the higher education community and students with information about higher education campuses around the state.

"By pursuing and receiving recognized status with our regional site in Waco, Texas Tech University is showing our commitment to the partnership at MCC and the Waco Community at large to provide high-quality Texas Tech programs in the area," Texas Tech's Assistant Vice Provost Justin Louder said.



Web Only

What Are You Saving For? Professors Give Savings Tip for America Saves Week

Saving money doesn't have to be a headache, say the experts. Find out how they do it.

By Heidi Toth

Saving \$10 a week for a year is enough for a plane ticket from Lubbock to Jamaica. Saving \$20 a week for a year is enough for textbooks and school supplies for a year in college. Saving \$5,000 a year starting at age 22, earning a 6 percent return until age 65, will provide almost \$1 million for retirement.

The powers of saving and compound interest are behind [America Saves Week](#), an annual event that runs Monday through Saturday (Feb. 23-28) and encourages people of all ages to start saving, keep saving or increase contributions to savings or wealth-building accounts like 401(k)s or individual retirement accounts (IRAs).

Professors from Texas Tech University's acclaimed [Department of Personal Financial Planning](#) and coaches from Texas Tech's student-run financial help program [Red to Black](#) weighed in on how best to save, particularly for people who aren't making much money or who don't already have a habit of saving.

Make saving money easy

- Pay yourself first. Put 10-15 percent of each paycheck into savings. Then make a budget/spending plan on what remains.
- Set up automatic deductions from either your paycheck or your checking account to go into savings. If you don't have to think about it, then setting money aside doesn't seem like a sacrifice.

Leave it alone

- To save for an emergency fund, create an online savings account and have money automatically transferred a couple days after you get a paycheck. If you do this at a different bank, you can create a 2-day buffer to transfer the funds back to checking if you get tempted to spend it. This buffer can provide a valuable tool to avoid impulse buys.
- Don't use your long-term savings as an emergency bank account.

Plan ahead – way ahead

- Contribute to a matching 401(k) – instant 50-100 percent return. The savings are deducted up front so there's no chance to spend it, and when you take advantage of the employer match, it is free money.
- Defer Social Security until 70.
- Be careful about borrowing from your retirement plan just because you can.

- Don't cash out your retirement plan when you change jobs, move it to an IRA and avoid the taxes and extra 10 percent penalty if younger than 59 ½ years.

Pay attention to where your money goes

- Download the Mint app. With Mint it's easy to make and track your budget, as well as set aside some money for short-term and long-term financial goals.
- Plan ahead: Know your big expenses for the semester and plan for them so you're not caught off guard and have to use credit or loans.
- Buy a change jar that tracks how much money you have in it. This can motivate you to save all your spare change.
- Check your credit card or bank statement regularly and compare your monthly savings to your goal. Reward yourself if you are doing well or make an extra effort to save if you are falling behind your goal.
- Don't forget to budget some fun money. Saving is very important, but so is having fun.

Take baby steps, but set goals

- Make SMART goals (Specific, Measurable, Attainable, Realistic and Timely).
- Start small, have a reason and build on small successes with bigger success. Don't try save too much too quickly.
- Even when you think you can't save anything, start small. Open a savings account at your bank, attach it to your checking account so in emergencies, funds will transfer from your savings to your checking account. Then have just \$5 each week or each month drafted automatically to your savings account.
- When you've noticed you haven't missed that \$5, after the first few months, start saving \$10. Then set a goal to have \$500 to \$1,000 saved and before you know it, you have an emergency fund. Then you can begin saving for retirement and other goals.
- Again, the trick is to start small with something you can achieve in a short time frame that you can then build other successes on. The first success may be to have enough in your savings account to pay for an unexpected doctor visit, car repair or home repair.
- Slowly building a habit of savings for specific needs, in this case for an emergency fund, keeps you from spending more than you have to on credit card interest and builds a savings habit or a "savings muscle" so saving for what you want gets easier each day.

Don't pay too much

- Review insurance coverage. You may find you are paying for more than you need or that you can save money by increasing your deductibles. Ensure you have adequate savings in an emergency fund before you raise those deductibles too high.
- For people who have jewelry, art or collectibles: When was the last time you had your precious items appraised? The last five years have seen gold and diamond prices skyrocket. The insurance company probably will not automatically increase your scheduled personal property values unless you provide updated appraisals. Don't get caught with old appraisals at claim time or you will be digging into your pocket to replace those items you cherish.
- Start your holiday shopping now, well before the season starts.



TEXAS TECH UNIVERSITY

- Don't go to the grocery store when you are hungry, and make sure you take, and stick to, your list.
- If there is a bad habit you want to break (smoking, drinking, too many Starbucks lattes) then put the money into savings each week that you would normally spend on the item. Skip two lattes a week and you can put away \$520 annually!

Are you saving for anything? Tweet with the hashtag #imsavingfor.