TABLE OF CONTENTS

NOVEMBER

Date	News Release	Writer
11/02/15	Decking the Halls: Burkhart Center Students to Sell Art at First Friday	Heidi Toth
	Art Trail	
11/02/15	Texas Tech Ranked Sixth in Nation for Exercise Science Graduate Programs	Glenys Young
11/03/15	Texas Tech University College of Architecture Honors Two Alumni	Glenys Young
11/03/15	Granddaughter of Ansel Adams to Speak at Texas Tech Museum - advisory	Heidi Toth
11/04/15	Texas Tech to Host Events for Veterans Day	Jenae Fleming
11/04/15	Mapathon Event to Raise Awareness of New Mappers Without	Glenys Young
	Borders Program	
11/04/15	Texas Tech's St. Jude Up 'til Dawn Event is Overnight on Friday	Glenys Young
11/04/15	Texas Tech K-12 GEO Helps Host Veterans Day Event - advisory	Emily Gardner
11/05/15	Texas State Representative Dustin Burrows to Speak at Texas Tech	George Watson
	School of Law - advisory	
11/05/15	Military, Veterans Programs Hosting Sun's Up! Guns Up! Reveille	K'Leigh Sims
	Run 5K - advisory	
11/05/15	Texas Tech Percussion Ensembles and Steel Drum Bands to Perform -	James Hodgins
	Advisory	
11/06/15	Town Hall Meeting to Focus on Education, Racism and Poverty in	Heidi Toth
	East Lubbock - advisory	
11/06/15	Texas Tech Announces One Love Week Schedule	Emily Gardner
11/06/15	Texas Tech National Wind Institute Hosts West Texas Mesonet	Emily Gardner
	Ribbon Cutting	
11/06/15	Texas Tech's Honey Locust Tree Crowned Largest in the State	K'Leigh Sims
11/09/15	Dean David Perlmutter to Present on ISIS Recruiting Tactics	Cara Vandergriff
11/09/15	Texas Tech Public Media Wins Two EMMY Awards	Emily Gardner
11/09/15	Feminist Family Studies Professor Wins National Award	Heidi Toth
11/09/15	Experts: Retailers Waiting Until Black Friday Are Waiting Too Long	Heidi Toth
11/10/15	Texas Tech SACNAS Chapter Leaders Earn White House Visit with Big Win	Glenys Young
11/10/15	Texas Tech Ranked No. 20 for Psychology Graduate Programs	Glenys Young
11/10/15	Texas Tech One of Two Universities Selected to Host Global	Glenys Young
	Toxicology Scholars	
11/10/15	Former A-J Publisher Named to College of Media & Communication	Aleesa Ross
	Hall of Fame	

TABLE OF CONTENTS

NOVEMBER

Date	News Release	Writer
11/10/15	Matador Singers to Perform Veterans Day Concert - advisory	James Hodgins
11/11/15	Texas Tech Recognized as 'Best for Vets' for Second Consecutive Year	K'Leigh Sims
11/11/15	Dangerously Hot Playground Temperatures Explored by Texas Tech Researcher	George Watson
11/12/15	Texas Tech Ranch Horse Team Captures Crown at Western Horseman Show	George Watson
11/12/15	General to Speak for the Vietnam Center and Archive Guest Lecture Series - advisory	Karin Slyker
11/12/15	Texas Tech Makes List of Business Insider's Most Underrated Universities	George Watson
11/13/15	Texas Tech Opera Theatre to Perform "The Turn of the Screw" - advisory	James Hodgins
11/16/15	Worldwide eLearning Wins Six National Marketing Awards	K'Leigh Sims
11/16/15	Texas Tech's Junction Campus to Host Texas Academy of Science's 2016 Meeting	Glenys Young
11/16/15	Expert: Live Theatre, Art Can Inspire Empathy and Change Lives, But It Has Limits	Heidi Toth
11/16/15	Texas Tech Professor Honored by APLU, USDA with New Teacher Award	George Watson
11/17/15	Texas Tech Meat Judging Team Captures 12th National Championship	George Watson
11/18/15	Texas Tech Livestock Judging Team Claims Eighth National Championship	George Watson
11/18/15	Transgender Day of Remembrance - advisory	Jenae Fleming
11/18/15	College of Education Wins $7 Million Grant for Teacher Prep Reform	Heidi Toth
11/18/15	Texas Tech Hosts Carol of Lights Tech the Halls	Emily Gardner
11/18/15	Texas Tech Experiment Recreates Long Jump from Ancient Olympic Games	Glenys Young
11/18/15	Texas Tech University to Host Annual Lubbock Lights Concert	Cara Vandergriff
11/19/15	Texas Tech School of Music Presents Band Spectacular - advisory	James Hodgins
11/19/15	Texas Tech, Lubbock ISD Collaborating to Open Early College High School	Heidi Toth
11/19/15	Tattoos May Be a Coping Mechanism for Some College-Age Women	Glenys Young
11/19/15	Capitol Hill Event Launches University Consortium to Engage Student Mappers	Glenys Young
11/20/15	Texas Tech University Symphony Orchestra Welcomes Special Guest Artist - advisory	James Hodgins
11/20/15	Texas Tech Researchers Look to Get Bee Populations Buzzing	Glenys Young

TABLE OF CONTENTS

NOVEMBER

Date	News Release	Writer
11/20/15	College of Media & Communication Providing Personalized Christmas	Lauren Kriss and
	Cards for Veterans	Rachel Blevins
11/20/15	Texas Tech's Sigma Delta Pi Hosts Fifth Annual Lubbock Spanish	Emily Gardner
	Spelling Bee - advisory	
11/20/15	Texas Tech Libraries' ILL Service Top Performer in Pan Pacific Region	Cara Vandergriff
11/23/15	Texas Tech University Libraries Bring Technology Upgrades	Cara Vandergriff
11/23/15	Katz Named a Woman to Watch in Financial Planning by InvestmentNews	Heidi Toth
11/24/15	Engineering Professor Selected as Fellow of The Optical Society	George Watson
11/25/15	Texas Tech Law School Professor Inducted into Estate Planning Hall of Fame	George Watson
11/30/15	Celebrate the Music of the Season with 2015 Carol Concert - advisory	James Hodgins
11/30/15	Texas Tech to 'Tech the Halls' Tuesday for 57th Annual Carol of	K'Leigh Sims
	Lights - advisory	
11/30/15	Marine Veteran Walking 5,000 Miles Across U.S. Coming to Texas	Emily Gardner
	Tech - advisory	
11/30/15	Goebel Named Rawls College of Business Interim Dean	Chris Cook

TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Nov. 2, 2015
CONTACT: Heidi Toth, heidi.toth@ttu.edu
(806) 742-2136

Decking the Halls: Burkhart Center Students to Sell Art at First Friday Art Trail
This is the third year the students will sell their Christmas cards, ornaments and jewelry at the monthly festival.

Students from the Burkhart Center for Autism Education & Research at Texas Tech University will be at the First Friday Art Trail this week, selling Christmas cards, ornaments, jewelry and canvas art.

This is the third year students from the Burkhart Transition Academy will sell their works downtown. Artist Chris Ramos, who also is the social skills instructor for the Transition Academy, said providing resources for the students to create art, including the expertise of art teacher Maggie Vasquez, is a valuable part of their mission.

"All the students have great pride in their final art piece," he said. "Personally, my art time and creativity is my sanctuary and escape. I hope our students will forever use art as a positive outlet for creativity."

The students will be at the art trail selling their artwork, interacting with buyers and explaining their work. All the money raised will go back into the art program for future projects. Many people with ASD use art to express themselves, and it is a good way to expand the students' confidence and help advance their skills.

The students will be at McPherson Cellars, 1615 Texas Ave., where Ramos displays his work. The First Friday Art Trail begins at 6:30 p.m. Interested buyers can contact the Burkhart Center to peruse the art or special order a piece.

In 2014, Texas Tech University System Chancellor Robert Duncan and his wife, Terri, purchased a number of Burkhart artworks, all of which are displayed in their residence.

"We are absolutely delighted to have several pieces created by Burkhart Center student artists on display at the chancellor's residence," Terri Duncan said. "We are both huge fans of the Burkhart Center and the incredible work going on there every day. We have several paintings as well as a beautiful photo frame that we're pleased to have as part of the art collection in our home. Their work is very meaningful to both of us."

About the Burkhart Center
The Burkhart Center's primary objectives are to provide support and services for individuals with autism spectrum disorder and their families, train teachers and conduct

applied research. The Transition Academy, the center's flagship program, is home to about 15 teenagers and young adults who have an autism spectrum disorder. They come to campus Monday through Friday to learn job and life skills, including how to live independently, and many have jobs through partnerships with campus and community organization.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Nov. 2, 2015
CONTACT: Glenys Young, glenys.young@ttu.edu
(806) 742-2136

Texas Tech Ranked Sixth in Nation for Exercise Science Graduate Programs

The rankings were based on more than 75,000 student reviews in 15 categories.

Texas Tech University was recently ranked No. 6 in the nation for its graduate program in kinesiology and exercise science by graduateprograms.com.

The ranking combined the graduate programs in the Texas Tech Department of Kinesiology & Sport Management and Nutritional Sciences with various graduate programs from the Texas Tech University Health Sciences Center (TTUHSC) School of Health Professions, including the doctorates in physical therapy and rehabilitation sciences and the master's degrees in occupational therapy and athletic training.

"Graduate students appreciate faculty mentors who genuinely enjoy helping them succeed in their programs of study and especially provide opportunities for them to get involved with collaborative research projects with the faculty member and other students," said Angela Lumpkin, chairwoman of the Department of Kinesiology & Sport Management. "Students who participate in internships really appreciate the work experiences, networking and job potential these opportunities provide them. Texas Tech's high ranking reflects positively on our department's excellent teaching and mentoring as well as on the graduate programs in the Health Sciences Center."

Rankings were compiled using data gathered between Sept. 1, 2012, and Sept. 30, 2015. They are based on reviews posted by more than 75,000 students participating in more than 1,600 graduate programs nationwide and cover a variety of student topics including academic competitiveness, career support, financial aid and quality of network.

"I believe several things set the graduate programs of the TTUHSC School of Health Professions apart from other universities," said Kerry K. Gilbert, associate professor and program director for the doctor of physical therapy program. "Those include our 'students first' focus, realizing we are here to help students learn and grow as professionals in their chosen field, and we actively work to meet that goal; our faculty, which is composed of top notch experts in their respective fields who care about our students; the support of the university from the president down; and that many health professions programs are housed in graduate schools. Being a part of a health sciences center is critical and provides the ability for interdisciplinary collaboration in education, scholarship and patient care."

The nation's top five ranked institutions are The University of Tennessee-Chattanooga, The University of Texas at San Antonio, the University of Florida, Purdue University and

the University of Maryland. Baylor University was ranked No. 16 and The University of Texas at Austin was No. 19.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE
DATE: Nov. 3, 2015
CONTACT: Heidi Toth, heidi.toth@ttu.edu
(806) 742-2136

Granddaughter of Ansel Adams to Speak at Texas Tech Museum

Sarah Adams will speak on her grandfather's works.

WHAT: As part of the First Friday Art Trail, Sarah Adams, granddaughter of world-renowned nature photographer Ansel Adams, will speak at the Museum of Texas Tech University. She will share insights into her grandfather's work.

The exhibit, "Ansel Adams, American Master: Selections from the David H. Arrington Collection," is on display at the museum through Jan. 16. The photographs are on loan from Arrington, a Texas Tech alumnus and oil executive in Midland.

The event is open to the public, and admission is free.

WHEN: 7-8:30 p.m. Friday (Nov. 6)

WHERE: Helen DeVitt Jones Sculpture Court, Museum of Texas Tech, 3301 4th St.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Nov. 3, 2015
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Texas Tech University College of Architecture Honors Two Alumni
Regent Christopher M. Huckabee and architectural firm founder Mark E. Humphreys will receive the 2015 Alumni Advisory Council Awards.

Texas Tech University has announced the two winners of its annual College of Architecture Alumni Advisory Council Awards. They will be honored at the College of Architecture Alumni Reception from 6-8 p.m. Thursday (Nov. 5) at the Fairmont Hotel in Dallas in conjunction with the Texas Society of Architects State Convention.

Christopher M. Huckabee, who was appointed to the Texas Tech University System Board of Regents in January, has been named the 2015 Distinguished Alumnus. Huckabee is CEO of Huckabee Architecture, Engineering and Program Management, a 185-person firm dedicated to educational design. He received his bachelor's degree in architecture in 1991 and is a registered architect in Texas, Colorado, New Mexico, Arkansas and Georgia. Huckabee also holds National Council of Architectural Registration Boards certification.

"Regent Huckabee has distinguished himself as a national expert in the design of educational facilities and masonry construction," said College of Architecture Dean Andrew Vernooy. "He is a former member of the Texas Higher Education Coordinating Board, so the college looks forward to his leadership with building pathways to community colleges."

The Distinguished Alumni Award is based on three criteria:

- **Distinguished architectural practice.** Exemplary buildings and projects recognized by peer evaluation in the form of awards, publications and other citations over a period of time; contributions to the profession and professional associations; contributions to the profession in some unique way, such as new code development, structure evaluation after a natural disaster or development of youth programs.
- **Distinguished community or public service** including, but not limited to, election or appointment to public office, leadership in community development, recognition of service at any level from neighborhood to national, distinction in military service, acts of significant benevolence or heroic acts.
- **Distinguished contributions** to education, publication or research contributions to education, publication or documented research.

Mark E. Humphreys, founder and CEO of Humphreys & Partners Architects, will receive the 2015 Kleinschmidt Award. Headquartered in Dallas, the international firm specializes in multifamily architectural services and created The Big House design concept for

multifamily apartments. Humphreys, a member of the American Institute of Architects, graduated from the College of Architecture in 1978 and has established multiple scholarship endowments to benefit future Texas Tech architecture students.

“Architect Mark E. Humphreys is one of the best mixed-use residential architects in the United States with numerous award-winning projects,” Vernooy said. “He has been an active force in the college, providing a much needed business-based perspective on the profession while supporting the college’s downtown studio in Lubbock, UrbanTech, and donating a chair in urban design that will make a significant contribution to graduate scholarship and research in the design of cities and communities.”

The Kleinschmidt Award was established by the Texas Tech Architecture Alumni Association to recognize individuals who have attained distinguished achievements in their careers and who, because of the special qualities of those achievements, have represented Texas Tech in an exemplary manner. The award is named after the first leader of the Texas Tech architecture program, professor Florian A. Kleinschmidt.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Nov. 4, 2015
CONTACT: Glenys Young, glenys.young@ttu.edu
(806) 742-2136

Mapathon Event to Raise Awareness of New Mappers Without Borders Program
Texas Tech and two partner universities received a $1 million grant for a consortium.

Texas Tech University will celebrate a $1 million grant and show off its new Mappers Without Borders program during a mapathon event from 4-7 p.m. Friday (Nov. 6) in the Geographic Information Systems (GIS) Computer Lab, Holden Hall room 204.

The United States Agency for International Development (USAID)'s GeoCenter awarded a $1 million grant to Texas Tech to establish a consortium of universities for the Mappers Without Borders program. The two other founding universities are George Washington University and West Virginia University. The program aims to consolidate a growing global community of university students, faculty and scholars who create and use open geographic data and spatial analyses to address locally defined development challenges worldwide. Friday evening's kickoff mapathon will be a simultaneous digital collaboration with students at the other two universities.

A mapathon is a social event in which people get together to create spatial data for a particular project, in a particular area, and then post it to an open digital mapping platform on the Internet. Typically, participants trace publicly available satellite imagery as the basis to digitize new layers of geographic information, generally physical features on the landscape that are visible, such as roads, buildings, waterways or land use patterns.

"This particular mapathon is going to use high-resolution satellite imagery provided through USAID to identify buildings and roadways in Mozambique for a project being conducted there by the Peace Corps to prevent malaria," said Patricia Solis, a Texas Tech research associate professor of geography and director of the new program. "This is important because USAID and the Peace Corps will actually use the data we put onto the map in OpenStreetMap to know how many and where the houses are that need the intervention, and where the roads are to get there. They will be able to optimize their resources by having all of this information in a geographic system."

Students who attend are asked to wear red to the mapathon in anticipation of the next day's football game against West Virginia University.

"We are leveraging a significant geospatial data revolution that makes it possible for people everywhere to not only use maps but create them, too. This is empowering for people in places that have been either left off the map or who did not have access," Solis

said. “Being able to answer the question of where, when addressing significant needs in developing countries, is very important.”

Meanwhile, students gain new skills and can use this data in their own research. This can apply to a great variety of studies on issues that lend themselves to be visualized through mapping, from locating vulnerabilities to flooding and marking the extent of drought-stricken areas to identifying factors in land use that can improve food security or locating sites with high potential for renewable energy production.

Free pizza will be provided. No prior experience is needed; students who have previously participated in mapping events will be available to help first-timers.

Mappers Without Borders program
The full launch of the new Mappers Without Borders program is scheduled for 5-7 p.m. Nov. 17 in the Rayburn House Building on Capitol Hill as part of the national Geography Awareness Week. The program will ultimately offer leadership and fellowship opportunities, activities for female mappers and support for students and their faculty mentors to work in local communities to create and use spatial data to solve real world development needs, then share that data publicly in an open online platform.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE
DATE: Nov. 4, 2015
CONTACT: Emily Gardner, emily.e.gardner@ttu.edu
(806) 742-2136

Texas Tech K-12 GEO Helps Host Veterans Day Event

The program is from 8:15 a.m.-3:15 p.m. Friday.

WHAT: Texas Tech University's K-12 Global Education Outreach (GEO) is working with Waters Elementary School to host the school's fifth annual Armed Forces Day event in honor of Veterans Day.

WHEN: 8:15 a.m. to 3:15 p.m. Friday (Nov. 6)

WHERE: Waters Elementary School, 3006 78th St.

EVENT: More than 700 students will participate in various activities throughout the day. The Vietnam Center and Archive, Lubbock Vet Center, Silent Wings Museum, Military and Veterans Programs at Texas Tech, American Red Cross of Lubbock, the Joe Foss Institute and representatives from the military branches will attend and help present the event to students. Parents and community members are invited to attend.

K-12 GEO is part of the Office of International Affairs, and its mission is to foster cultural awareness and encourage higher education through its programs, partnerships and outreach.

Kelley Coleman, director of K-12 International Education & Outreach, will be there at 7:30 a.m. to help direct media.

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CONTACT: Kelley Coleman, director, K-12 International Education & Outreach, Office of International Affairs, Texas Tech University, (806) 742-3667 or kelley.coleman@ttu.edu.

TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Nov. 4, 2015
CONTACT: Jenae Fleming, jb.fleming@ttu.edu
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Texas Tech to Host Events for Veterans Day
Events include a flag-raising ceremony at Memorial Circle.

Texas Tech University Military and Veterans Programs will host different events throughout the week on campus in honor of Veterans Day.

The week will start with a Suns Up/Guns Up 5K Reveille Run at Memorial Circle on Saturday (Nov.7) at 7:30 a.m. Registration is available online or in person at the Texas Tech Recreational Center. Registration is $25 for veterans and Texas Tech Rec Center members, and $35 for community. Runners may also register starting at 6:30 a.m. on race day.

Throughout Veterans Day (Nov. 11), there will be different activities happening on Tech's campus:

- 7 a.m. Army ROTC flag raising ceremony at Memorial Circle
- 10 a.m. – 5 p.m. Blood Drive sponsored by Air Force ROTC at the Student Union Building (SUB) Ballroom A
- 11 a.m. – 1 p.m. Campus Veterans Appreciation Meet and Greet at the SUB, where students can meet campus veterans
- 4 p.m. Army ROTC Retreat Ceremony at Memorial Circle

The weeklong activities will end with a Military and Veterans Tailgate at the Celebrating America football game against Kansas State on Saturday (Nov. 14).

The mission of the Military and Veterans Program is to provide exceptional support to students, faculty and staff for all issues related to military and veterans.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE
DATE: Nov. 4, 2015
CONTACT: Glenys Young, glenys.young@ttu.edu
(806) 742-2136

MEDIA – To schedule an interview with co-executive directors Lauren Preiss or Evan O'Leary in advance of the event, contact Amy Cunningham.

Texas Tech's St. Jude Up 'til Dawn Event is Overnight on Friday

The all-nighter raises money to help in the search for cures to childhood cancers.

WHAT: Texas Tech University's St. Jude Up 'til Dawn event

WHEN: Check-in begins at 11 p.m. Friday (Nov. 6); the event lasts from midnight to 6 a.m. Saturday (Nov. 7)

WHERE: Robert H. Ewalt Student Recreation Center

EVENT: The theme is "Stay Up For Good," and the event will feature food, prizes, sponsors and activities including a lip sync battle, dance competition, dodge ball in hospital gowns, a duct tape fashion show and more.

Admission to the event is free, but participants must meet their minimum fundraising commitment of $100 by the end of the night. A patient from St. Jude Children's Research Hospital will be present to give awards to the top-earning teams and individuals.

The Texas Tech St. Jude Up 'til Dawn executive board set a fundraising goal of $50,000 for this year, up from the $30,000 raised in 2014. Co-executive director Evan O'Leary promised to shave his head when the $50,000 goal was reached. The teams have raised more than $80,000. The Up 'til Dawn event will include four team members shaving their heads: O'Leary for reaching $50,000; Parker Whitfield for reaching $60,000; Neil Solze for reaching $70,000; and Chris Mitchell for reaching $80,000.

O'Leary and co-executive director Lauren Preiss will be available for interviews both before and during the event.

Up 'til Dawn raises funds for St. Jude Children's Research Hospital, which is changing the way the world understands, treats and defeats childhood cancer. Research done there has helped push the survival rate

for childhood cancer from less than 20 percent in 1962 to more than 80 percent today, according to its website.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE
DATE: Nov. 5, 2015
CONTACT: K'Leigh Sims, kleigh.sims@ttu.edu
(806) 742-2136

Military, Veterans Programs Hosting Sun's Up! Guns Up! Reveille Run 5K
The race helps raise money for scholarships to support veterans and their families to help reach their educational goals at Texas Tech University.

WHAT: Sun's Up! Guns Up! Reveille Run 5K and 1-mile fun run

WHEN: 7:30 a.m. Saturday (Nov. 7)

WHERE: Memorial Circle, Texas Tech University

In an effort to raise money for scholarships to support veterans and their family members, Texas Tech University's Military and Veterans Programs office is hosting its annual Sun's Up! Guns Up! Reveille Run 5K race. The scholarships are awarded each September and help students pursue their educational goals at Texas Tech. Some of the money also will go toward building a scholarship endowment to ensure a legacy of support for students with military ties.

Registration is open and can be done online at https://register.recsports.ttu.edu/. The fee for individual runners is $35 for the general public and $25 for all veterans and Texas Tech Rec Sports members. Day of race registration also will be available to the public, beginning at 6:30 a.m.

Sponsorship opportunities also are available with four different donation levels:

- Platinum level ($2,500)
- Gold level ($1,500)
- Silver level ($1,000)
- Bronze level ($500)

Each level will receive recognition and mentions at the race along with other promotional items. Each sponsorship will receive a number of race entries per sponsorship.

For more information about the Sun's Up! Guns Up! Reveille Run, visit the Military and Veterans Programs website.

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CONTACT: Lou Ortiz, director, Military and Veterans Programs, Texas Tech University, (806) 742-6877 or lou.ortiz@ttu.edu

TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE
DATE: Nov. 5, 2015
CONTACT: George Watson, george.watson@tu.edu
(806) 742-2136

Texas State Representative Dustin Burrows to Speak at Texas Tech School of Law
Burrows, who represents District 83, will deliver a speech as part of the Academy for Leadership in the Legal Profession.

WHAT: The Texas Tech University School of Law Academy for Leadership in the Legal Profession presents Texas State Rep. Dustin Burrows

WHEN: Noon Monday (Nov. 9)

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

EVENT: A Lubbock native who graduated from Monterey High School, Burrows earned his law degree from the Texas Tech School of Law and an MBA from the Rawls College of Business in 2004. After joining the law firm of McCleskey, Harriger, Brazill & Graf, he was elected to the Texas House of Representatives for District 83 and sworn into office in January.

Burrows serves on the House Committee on County Affairs and on the Committee on International Trade and Intergovernmental Affairs.

In his practice, Burrows' specialty is in business and commercial litigation, construction law and insurance defense.

The Academy for Leadership in the Legal Profession provides students the tools necessary to lead in the legal profession, business and the community.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE
DATE: Nov. 5, 2015
CONTACT: James Hodgins, james.hodgins@ttu.edu
(806) 834-4829

Texas Tech Percussion Ensembles and Steel Drum Bands to Perform
The concert will feature music by Frank Zappa.

WHAT: The Texas Tech University School of Music presents "We Are Not Alone," with the percussion ensembles I & II and steel drum bands. The ensembles are under the direction of professors Alan Shinn, Lisa Rogers and Sarah Harris.

The concert is open to the public and admission is free.

WHEN: 7:30 p.m. Monday (Nov. 9)

WHERE: Allen Theatre in the Texas Tech Student Union Building (SUB)

The concert will feature music by Frank Zappa, an American musician, songwriter and composer who was posthumously inducted into the Rock and Roll Hall of Fame in 1995 and received the Grammy Lifetime Achievement Award in 1997. In 2004, Rolling Stone magazine ranked him at No. 71 on its list of the "100 Greatest Artists of All Time."

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Nov. 6, 2015
CONTACT: Emily Gardner, emily.e.gardner@ttu.edu
(806) 742-2136

MEDIA:
There will be media availability with Chloe Barnes and Texas Tech student representatives at noon Tuesday (Nov. 10) inside the Escondido Theater in the Student Union Building. The theater is located on Level B below Barnes & Noble. Parking is available east of the SUB.

Texas Tech Announces One Love Week Schedule

The event begins Monday (Nov. 9) and concludes at the men's basketball game Friday (Nov. 13).

More than 40 student facilitators across the Texas Tech University campus are creating awareness about domestic violence through the inaugural One Love Week Nov. 9-13. Departments across campus partnered with the One Love Foundation to create a week of events ranging from workshops for students, faculty and staff to recognition at the men's basketball team's season opener.

"This is the first time Athletics has spearheaded a campaign centered around social issues that involves the best of the best in student leaders on Texas Tech's campus," said Chloe Barnes, director of student-athlete affairs. "Relationship violence is an issue that affects everyone, and in order to put a stop to this epidemic each and every person needs to be involved in this conversation and needs to know the signs of relationship violence."

Schedule of events:

- **All week:**
  - Red Flag Event
    - At each of the programs, students will write on an actual flag about when they would intervene in relationship violence or what they have said in the past, and the flags will be displayed outside the Student Union Building. Students also can share this on social media through the hashtag #SeeSomethingSaySomething
- **Monday:**
  - Rec Center events

        - Two student facilitators will screen the "Escalation" video trailer and speak about upcoming events at 5:30 p.m. in cycle, yoga, Zumba and water workout classes.
    - Graduate Student Workshop
        - 6-7:30 p.m.: "Escalation" video screening at the Graduate Student Center.
- **Tuesday:**
    - One Love Workshops for students
        - 12:30 p.m.: Lunch Hour at the Student Union Building. The "Escalation" video viewing location is at Escondido Theater.
        - 6 p.m. and 8 p.m.: Dinner Hour at the Student Union Building

  The viewing location is the Escondido Theater and refreshments will be provided for both sessions.

- **Wednesday:**
    - Faculty and Staff Happy Hour
        - 5-6:30 p.m. at Nick's Sports Bar & Grill, 2323 Mac Davis Lane

  Attendees will watch the "Escalation" film trailer and will be provided with resources to help identify relationship violence occurring among students.

- **Thursday:**
    - One Love Workshops for students
        - 11:55 a.m.: Lunch Hour at the School of Law Lanier Auditorium
        - 7 p.m. and 9 p.m.: Dinner Hour at the Frazier Alumni Pavilion. Refreshments will be provided.
- **Friday:**
    - One Love Workshop for students
        - Noon: Lunch Hour at the residence halls
        - Sessions will take place at Talkington and Carpenter/Wells Residence Halls and refreshments will be provided.
    - One Love Workshop for faculty and staff
        - Noon-1:30 p.m. in Room 153 of the Teaching, Learning and Professional Development Center.
        - Faculty and staff need to bring their own lunch.
    - One Love Recognition
        - 8 p.m. at the men's basketball season opener at United Supermarkets Arena

One Love Week facilitators are from several departments across including Athletics, Fraternity & Sorority Life, Mentor Tech, Risk Intervention & Safety Education and the School of Law. The initiative was announced Oct. 2.

"These workshops put our student leaders in a position to have conversations with their peers and other stakeholders about a topic that gets stigmatized and rationalized in today's society," Barnes said. "By having those conversations and by identifying the

signs associated with relationship violence, students, faculty and staff will be well equipped to aid in the fight to end relationship violence."

One Love Foundation started in 2010 in memory Sharon Love's daughter Yeardly, who was a student-athlete at the University of Virginia and died as a result of relationship violence. For more information about the foundation and Texas Tech's involvement visit the One Love website.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE
DATE: Nov. 6, 2015
CONTACT: Emily Gardner, emily.e.gardner@ttu.edu
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Texas Tech National Wind Institute Hosts West Texas Mesonet Ribbon Cutting
This is the first collaboration for the West Texas Mesonet Network and Western Texas College.

WHAT:	West Texas Mesonet (WTM) Ribbon Cutting
WHEN:	1:30 p.m. Thursday (Nov. 12)
WHERE:	Western Texas College Research Park: 2170 FM 2763, Snyder
EVENT:	Texas Tech University's West Texas Mesonet and Western Texas College have worked together for five years. The West Texas Mesonet in Snyder is the first project the two have built together, and this is the 93rd station built in the WTM network. The project started in June and construction was completed in September. Faculty and staff of the National Wind Institute, including associate director Andy Swift, will attend along with WTM employees. Barbara Beebe, Western Texas College president, and the Western Texas College wind energy deans, faculty and staff also will attend.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Nov. 6, 2015
CONTACT: K'Leigh Sims, kleigh.sims@ttu.edu
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Texas Tech's Honey Locust Tree Crowned Largest in the State

The tree, located south of the Administration Building, stands 56 feet tall with a crown spread of 77 feet.

A honey locust tree, located south of the Administration Building on the Texas Tech University campus, recently was confirmed as the largest of its kind in the state by the Texas A&M Forest Service. This is the second tree from Lubbock County and the first from Texas Tech to be added to the Texas Big Tree Registry, a listing of the largest trees of every species found in the state.

"I'm proud of our university," said Mike Quartaro, senior superintendent for Grounds Maintenance. "This is the first tree we've had in the Texas Big Tree Registry for Texas Tech. We're excited to have finally made the list."

The tree was officially measured in 2013 and compared to other honey locust trees in the state using a tree index. The index determines a score by combining the trunk circumference in inches, tree height in feet and one-quarter of the average crown spread in feet.

Scientifically known as *Gleditsia triacanthos*, Texas Tech's tree has a circumference of 115 inches (9.5 feet), a height of 56 feet and a crown spread of 77 feet, giving it a tree index of 190 points.

Jonathan Motsinger, staff forester for the Texas A&M Forest Service, officially measured the tree and nominated it for the registry.

"This tree is just tremendous," Motsinger said. "Its girth really makes the difference when you compare it to other trees of the same species."

According to Dewey Shroyer, former managing director of Grounds Maintenance, the tree was planted in the early 1960s, making it more than 50 years old. The tree was planted before the Preston Smith statue was erected and the brick work done around the Administration Building.

Texas Tech has approximately 8,000 trees throughout campus and has continually grown in the past few years with campus beautification projects.

The honey locust tree is hardy and can grow up to 70 feet tall. Growing at a rate of 24 inches per year, the tree grows quickly and produces small, greenish-yellow blossoms that are notably fragrant and have a honey-like substance in its pods.

According to the Texas A&M Forest Service, the purpose of the Big Tree Registry is to recognize owners and nominators of the state's largest trees and stimulate a greater public appreciation of trees.

As of today, the forest service recognizes 320 native or naturalized tree species that qualify for the list.

For more information about the Texas A&M Forest Service or the Texas Big Tree Registry, visit http://tfsweb.tamu.edu/TexasBigTreeRegistry/.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE
DATE: Nov. 6, 2015
CONTACT: Heidi Toth, heidi.toth@ttu.edu
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Town Hall Meeting to Focus on Education, Racism and Poverty in East Lubbock
This meeting is the first in a series to discuss issues critical to the community.

WHAT: The Reform East Lubbock town hall meeting, sponsored by The VOICE Project. Select Estacado High School students will discuss the results of their community survey on education, racism and poverty and the legislation they drafted and submitted to Rep. Randy Neugebauer's office.

Jacob Way, an advanced placement history teacher at Estacado High who taught these students, will moderate the discussion, then open the floor for questions. Food will be served.

This is the first of a series of meetings to discuss issues critical to the East Lubbock Community. The public is welcome to attend. These meetings are in conjunction with the East Lubbock Promise Neighborhood, a grant-funded partnership between Texas Tech University and several community organizations, including the Lubbock Independent School District. The focus is on ensuring families have the resources they need to be successful.

WHEN: 6-8 p.m. Monday (Nov. 9)

WHERE: Auditorium, Dunbar College Preparatory Academy, 2010 E. 26th St.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Nov. 9, 2015
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Dean David Perlmutter to Present on ISIS Recruiting Tactics

Perlmutter's presentation, "The Visual Persuasion of ISIS: Branding, Social Media and the Fanboys of Terror," will be held in the library.

David D. Perlmutter, professor and dean of the College of Media & Communication at Texas Tech University, will discuss ISIS recruiting tactics during his presentation "The Visual Persuasion of ISIS: Branding, Social Media and the Fanboys of Terror" at 6 p.m. Wednesday (Nov. 11) in the Texas Tech Library's Croslin Room.

"If you think of them as a startup, ISIS has had spectacular success marketing, recruiting and branding its evil product," Perlmutter said. "A key component has been the videos they use to recruit young men to give up their lives to fight for ISIS and millions more 'fanboys' at home to spread the message via social media."

Following the presentation will be a panel Q&A session featuring Rashid Al-Hmoud, associate professor of economics; Maj. Christopher Dawson of Texas Tech ROTC; Leo Eko, professor of journalism and electronic media and Atilla Hafizoglu of the Dialog Society of the Southwest.

Panel members will discuss other parts of the ISIS story, including the regional, military, legal, religious and economic contexts.

Bella Karr Gerlich, professor and dean of Texas Tech University Libraries, said it's important for the libraries to provide a venue for such world topics.

"This is a timely issue, and we're fortunate to have experts such as Dean Perlmutter and the panel members right here in Lubbock to help us all better understand this organization's recruiting methods," Gerlich said. "It also introduces the audience to the library as a resource to encourage ongoing research and discussion."

The event, co-sponsored by Texas Tech Libraries and the College of Media & Communication, is open to the public and admission is free. Refreshments will be served.

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Expert Pitch

FOR IMMEDIATE RELEASE
DATE: Nov. 9, 2015
CONTACT: Heidi Toth, heidi.toth@ttu.edu
(806) 742-2136

Experts: Retailers Waiting Until Black Friday Are Waiting Too Long

Only 46 shopping days remain until Christmas, and retailers are already preparing for a major influx of shoppers looking for the best values who are no longer willing to wait until Black Friday to get them.

Deborah Fowler, program director and professor in the retail management program at Texas Tech University, has tracked retail trends for years. This year more people than ever will shop online and use their smartphones despite concerns about security. Those concerns, however, along with the desire for the in-person shopping experience, will translate into plenty of shoppers going into stores. They won't be waiting until Black Friday, though. Customers are looking for a combination and price and value and will take it when they find it, even well before the holiday weekend.

Fowler is the author of "Retail Category Management," which focuses on the nature of retail processes and concepts. She has partnered with a variety of major companies, including teaching a class on retail trends as well as a course that allows graduate students to analyze and present a profit-making plan to a major retailer.

Expert
Deborah Fowler, professor of retail management, (806) 834-1779 or deborah.fowler@ttu.edu

Talking Points

- Last year almost half of all holiday shoppers reported doing the majority of their shopping before Cyber Monday (the Monday after Thanksgiving), a trend that is likely to continue as more people shop online. Retailers may offer promotions before Black Friday to capture these early shoppers.
- Online sales are up 2 percent from a decade ago but still account for about only 20 percent of holiday shopping.
- Black Friday shopping is down, but overall shopping for the season (which accounts for 19 percent of retail's total annual sales) is up. The reasons for fewer shoppers on what is still the biggest shopping day of the year is more stores are opening on Thanksgiving night or offering good deals well before Thanksgiving weekend.
- Shoppers are researching potential purchases more than they have in past years, and much of that research is done through online reviews. Four out of five people who watched online videos to research products last year looked for reviews and ratings, while almost 70 percent wanted product reviews from "people like me." Fewer than half wanted videos from experts.

- The National Retail Federation expects an increase of 3.7 percent, but they generally are too optimistic. Growth of 2-3 percent is more likely, with growth of online sales likely to grow 5-6 percent.

Quotes

- "Brick and mortar stores are still doing great. E-commerce is only about 20 percent of total holiday sales. It has increased since online shopping was introduced, but the majority is still in brick and mortar."
- "Mobile shopping is the fastest growing channel, but customers constantly move from one channel to another."

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Nov. 9, 2015
CONTACT: Heidi Toth, heidi.toth@ttu.edu
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Feminist Family Studies Professor Wins National Award

Elizabeth Sharp was chosen because of her leadership in feminist scholarship and issues.

Elizabeth Sharp, an associate professor in the Department of Human Development and Family Studies at Texas Tech University, will be honored for her work in feminism and family studies with a national award.

Shannon Weaver, chair of the Feminism and Family Studies Section of the National Council on Family Relations (NCFR), will present the Alexis J. Walker Award for Mid-Career Achievement in Feminist Family Studies to Sharp at the annual conference Thursday (Nov. 12) in Vancouver, Canada, before a special session, "Embracing Feminism in the Study of Intimate Partner Violence."

Weaver said Sharp's high ideals in all areas of her work and her positions of leadership in academia and beyond qualified her for this recognition. She cited the comments from the awards committee that selected Sharp as evidence of Sharp's esteem among her colleagues.

"We were pleased to note that senior family scholars, mid-career scholars, new professionals and graduate students repeatedly voice the same words of praise for Elizabeth – she is a dynamic, productive and inspiring feminist scholar who is committed to social justice and supporting feminist issues on her campus, in her community, in NCFR and in the world," the committee reported.

Sharp, who also is affiliated with the Women's Studies Program, researches single women, women's expectations of weddings and marriage and women's identities, including the intersection of race or ethnicity, a choice to be child-free or recovering from an eating disorder. She engages in innovative data collection techniques, including emotional mapping and walking interviews. Most recently she published a paper, "Feeling Like Feminist Frauds," in the Journal of Family Theory & Review with Weaver. They engaged in critical reflection about their successes and missteps in applying feminist practices in their separate research studies.

"I am deeply honored to be the recipient of the Alexis J. Walker Mid-Career Achievement in Feminist Family Studies Award," Sharp said. "Alexis J. Walker was a tour de force in our field and beyond. I am humbled to receive an award connected with such a powerful, well-respected and generous scholar."

Read more about her research and a transdisciplinary performance art project in which her research was paired with dance. This project has garnered national and international recognition.

The award, given every two years, recognizes researchers who are at least 10 years post-degree and have demonstrated excellence in their contributions to feminist scholarship through research, teaching and leadership. It is named for Alexis J. Walker, founder of the Feminist Family Studies Section of NCFR, an editor of a prestigious journal of sociology and an award-winning mentor to graduate students.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Nov. 9, 2015
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Texas Tech Public Media Wins Two EMMY Awards

The awards were presented to KTTZ-TV Saturday night in Austin.

Texas Tech University Public Media won two EMMY awards from the National Association of Television Arts and Sciences – Lonestar Region. The awards were presented Saturday (Nov. 7) at a ceremony in Austin for the documentaries, "Guns Up: The History of Raider Red" and "Put Me to Suffering."

"Congratulations to Paul Hunton and the entire staff at KTTZ-TV and Texas Tech Public Media for continuing to produce meaningful content for our viewers," said Chris Cook, managing director. "They have done a wonderful job of identifying stories that relate locally, yet draw interest and viewers from beyond the South Plains. I'd also like to commend Robert Giovannetti for his leadership and guidance as station manager when these stories were produced."

"Guns Up: The History of Raider Red" shows the creation of the mascot in Dirk West's Southwest Conference cartoons and ends with Raider Red's participation in the 2012 Capital One Mascot National Championship. The documentary won the Outstanding Achievement Texas Heritage – Program/Special category.

"Put Me to Suffering" tells the story of Ted Dotts, a former pastor at St. John's Methodist Church in Lubbock. The documentary follows Dotts' and his wife Betty's journey as they dealt with Ted's decision to forgo cancer treatment. The documentary won in the Outstanding Achievement Human Interst – Program Feature/Segment category.

"KTTZ-TV, Texas Tech Public Media, is honored and humbled in receiving two EMMY awards," said Paul Hunton, station manager. "We feel privileged to share the stories of the people of Lubbock and Texas Tech University. It is a huge honor to be recognized with one of the most notable and well-respected symbols of excellence in television and film."

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Nov. 10, 2015
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Former A-J Publisher Named to College of Media & Communication Hall of Fame
Five other graduates of the college will be honored with the Outstanding Alumni award.

Former Lubbock Avalanche-Journal newspaper publisher Steve Beasley has been named the 2015 College of Media & Communication Hall of Fame recipient.

Beasley and five Media & Communication graduates being recognized as 2015 Outstanding Alumni will be honored at a luncheon during a meeting of the college's National Advisory Board Friday (Nov. 13).

"The Hall of Fame Award is the supreme honor our college can bestow on an educator or professional who has, in the opinion of the leadership of the National Advisory Board and the management committee of the college, contributed a lifetime of professional success married with advocacy and engagement for our college's students and educational mission," said David Perlmutter, dean of the College of Media & Communication.

After earning his bachelor's degree in advertising from Texas Tech in 1972, Beasley worked as a retail advertising sales representative at the Avalanche-Journal. He was later promoted to retail manager, then advertising director.

Beasley's career includes advertising leadership positions at publications in Leesburg, Florida; Amarillo, Texas; and Savannah, Georgia. He returned to the Avalanche-Journal as a publisher in 2004 where he stayed until retiring earlier this year.

Beasley, who was added to Media & Communication's list of Outstanding Alumni in 2005, has served as the president of the Texas Newspaper Advertising Managers Association and the Midwest Newspapers Advertising Executives, and as an active member of the Lubbock Chamber of Commerce board and Lubbock Area United Way board.

The College of Media & Communication Outstanding Alumni Awards were created to recognize alumni who have made outstanding contributions to the field of media and communication. Nominations can be made by any person, organization, media group or company, and the awards are determined by a selection committee representing the students, faculty, alumni and national professional advisory board, which is appointed by the dean of the college.

Perlmutter described the award as a democratic prize given by the full-time members of Media & Communication's faculty and professional advisory board earned through respect for one's achievements, character and integrity.

Media & Communication's 2015 Outstanding Alumni include: Kent Best (journalism, 1987), executive director of news and communications at Southern Methodist University in Dallas; Joel Brandenberger (journalism, 1982), president of the National Turkey Federation and an associate publisher and co-owner of FORWARD Florida; Robert Giovannetti (telecommunications, 1992; mass communications, 2013), senior associate athletics director for external operations and strategic communications at Texas Tech University; Mark Hayden (advertising, 1987), founder of Breakfast at 12, a marketing firm in Houston; and Terry Leonard (marketing, 1972; journalism, 1975), a former foreign correspondent with the Associated Press and editorial director of Stars and Stripes.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE
DATE: Nov. 10, 2015
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Matador Singers to Perform Veterans Day Concert

Texas Tech men's chorus will host a concert of patriotic music.

WHAT: The Texas Tech University Matador Singers Veterans Day concert will pay tribute to those currently or formerly in the U.S. military and will feature patriotic and related music. Conductors of Matador Singers are Richard Bjella, director of choral studies, and Ryan Person, a graduate teaching assistant.

The concert is open to the public and admission is free.

WHEN: 7:30 p.m. Thursday (Nov. 12)

WHERE: Hemmle Recital Hall, Texas Tech School of Music

WHO: The Matador Singers was established in 2000 as an auditioned choral ensemble for all male students who enjoy the camaraderie of choral singing.

The chorale gained substantial recognition performing in numerous events at the university and throughout the community. In addition to regular appearances on the School of Music choral concert schedule, this ensemble has opened the arts season for the College of Visual & Performing Arts; sung at numerous Techsan Memorial Services and Alumni Association dinners; done outreach for middle school male singers and local retirement communities; and, for a number of years, performed "The Star-Spangled Banner" at athletics events. The ensemble performs a variety of musical styles, including classical works, spirituals, folk songs, barbershop, jazz standards, opera choruses and spirit songs.

The 35-member group supports the university as a fine choral ensemble singing unique arrangements of artistic, accessible and entertaining music. This mission as "singing ambassadors" for the university is gaining success and recognition for this organization.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Nov. 10, 2015
CONTACT: Glenys Young, glenys.young@ttu.edu
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Texas Tech One of Two Universities Selected to Host Global Toxicology Scholars

Weimin Gao will host Nigerian expert Oladipo Ademuyiwa in exchange program.

Texas Tech University has been chosen as one of only two universities to host international experts in the field of toxicology as part of the Society of Toxicology's (SOT) 2016 Global Senior Scholar Exchange Program (GSSEP).

Texas Tech's Weimin Gao will host Oladipo Ademuyiwa from the Federal University of Agriculture in Abeokuta, Nigeria, while Duke University Medical Center's Mohamed Abou-Donia will host Wafa Hassen from the Department of Cellular Physiology and Toxicology at the High Institute of Biotechnology of Monastir, Tunisia.

"I am absolutely honored to have been selected for such a prestigious award from the Society of Toxicology," Gao said. "This reflects the standing and appreciation of my accomplishment in the field of toxicology. Texas Tech being selected by SOT as one of the two host institutions reflects the strength and reputation of our program at the national level. We are thrilled to represent Texas Tech University in the Global Senior Scholar Exchange Program, and we look forward to a productive exchange by hosting Dr. Ademuyiwa."

Gao is associate chairman of the Department of Environmental Toxicology in The Institute of Environmental and Human Health (TIEHH) and an associate professor of molecular epidemiology. The department and institute have a well-established research program in the areas of molecular toxicology, analytical toxicology, ecotoxicology, aquatic toxicology and human health. In addition, a graduate research program is taught by faculty with expertise in molecular toxicology, analytical toxicology, human health and other areas. Gao and other faculty are involved in global outreach and collaborative research in environmental contaminants and human health.

"The Department of Environmental Toxicology at Texas Tech University has a well-established graduate research program in the area of toxicology and environmental health," Gao said. "Therefore, our department will serve as a model for Dr. Ademuyiwa to establish a similar program for graduate students in this area at the Federal University of Agriculture in Nigeria. It is our hope that he will share his experience in our program where he can interact with our colleagues and students at Texas Tech. Additionally, this exchange program will open the door for potential collaborations between Texas Tech University and the Federal University of Agriculture."

The research in Ademuyiwa's department focuses on the mechanistic bases of the effects of xenobiotics on cellular metabolism in both humans and animals, particularly metals with potential occupational and environmental exposure such as lead, arsenic, cadmium and mercury. These studies match with those at Texas Tech that include the environmental fate and toxic effects of some metals and thus provide a possible area of collaboration. The Federal University of Agriculture does not have a curriculum in toxicology so learning about the program at Texas Tech will be valuable.

"Scientific exchange programs are valuable for both the visiting scientist and the host institution," said Todd Anderson, director of TIEHH and chairman of the Department of Environmental Toxicology. "We expect the visit to help increase toxicology capacity in developing countries, Nigeria in this case. We will benefit from Dr. Ademuyiwa's visit through the exchange of ideas, and certainly Weimin will benefit from the opportunity to visit Dr. Ademuyiwa's home institution."

GSSEP funding supports the extended exchange visit to the host campuses as well as travel funding for the hosts to visit the scholars' campuses during the next year.

"Visiting Nigeria will be a great learning experience both scientifically and culturally," Gao said. "I think it will be helpful to get an idea not only about the graduate program at the Federal University of Agriculture in Nigeria but also the research in the area of toxicology. It would be an important experience to understand how the toxicological research at Dr. Ademuyiwa's institute is addressing environmental concerns, particularly in the perspective of Nigeria. Furthermore, it can help us to develop a mutually beneficial and realistic collaboration between the two institutions."

This is the fifth year for the GSSEP. Its primary goal is to increase toxicology capacity in developing countries by providing professional opportunities for scientists through relationships supported by the Society of Toxicology. The scholars selected are expected to build on this opportunity by strengthening toxicology within their universities and countries.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Nov. 10, 2015
CONTACT: Glenys Young, glenys.young@ttu.edu
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Texas Tech Ranked No. 20 for Psychology Graduate Programs

The national rankings were based on more than 75,000 student reviews in 15 categories.

Texas Tech University's graduate programs in psychology have been ranked No. 20 in the nation by graduateprograms.com, making it the only university in the state to be included in the top 25 rankings.

"I'm extremely proud that, not only are we the only graduate psychology department in the state of Texas to be listed in this ranking, but when looking at the other schools in the top 20 of this ranking – Harvard, Stanford, Yale – it speaks volumes about the work this department's faculty is doing," said Robert Morgan, regents endowed professor and chairman of the Department of Psychological Sciences. "This ranking is evidence that if you want a quality graduate education in psychology, you need look no further than Texas Tech University. We care about graduate education, and this shows in the commitment and support we provide to our graduate students, which is reflected in this ranking."

Rankings were compiled using data gathered between 2012-15. They are based on reviews posted by more than 75,000 students participating in more than 1,600 graduate programs nationwide and cover a variety of student topics including academic competitiveness, career support, financial aid and quality of network.

"We have very talented faculty in the Department of Psychological Sciences, a faculty that is very productive, but that also is committed to providing a rich educational experience for our graduate students," Morgan said. "I believe this ranking is proof we are committed to providing a stimulating learning environment, one that provides mentoring and resources that allow graduate students to be successful while simultaneously providing a supportive academic environment. I am extremely proud of the faculty for this ranking and what it says about our commitment to graduate student education in the Department of Psychological Sciences."

The nation's top five ranked institutions are The University of Arizona, Harvard University, Stanford University, Michigan State University and the University of Louisville.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Nov. 10, 2015
CONTACT: Glenys Young, glenys.young@ttu.edu
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Texas Tech SACNAS Chapter Leaders Earn White House Visit with Big Win

The students received the Outstanding Chapter of the Year Award.

Leaders from the Texas Tech University chapter were big winners at the 2015 Society for the Advancement of Chicanos/Hispanics and Native Americans in Science (SACNAS) National Conference in Washington D.C., held Oct. 29-31. The students received an Outstanding Chapter of the Year Award, earning a visit to the White House.

Representing their chapter, undergraduate students Christopher Ponce and Marisol Alonzo visited the White House to meet with John Holdren, assistant to President Barack Obama and director of the White House Office of Science and Technology Policy.

"It was an honor being invited to the White House to meet Dr. John Holdren," said Ponce, who is majoring in mathematics, minoring in chemistry and plans to go to medical school. "While at the meeting, Dr. Holdren shared some exciting and empowering news. The Obama administration is well aware of the importance of increasing diversity in STEM fields. They are, and have been, working on promoting a welcoming environment for underrepresented minorities across the United States. I look forward to seeing the White House continue this important work."

One of 115 SACNAS chapters nationwide, the Texas Tech chapter hosts community outreach events, seminars and scientific symposia throughout the year. The chapter is open to all Texas Tech undergraduates, graduate students, faculty and professionals in STEM.

"We must continue to inspire tomorrow's thinkers, innovators and problem-solvers to pursue STEM fields," Holdren said. "Not only does this require effective mentorship like the SACNAS program, but it also demands the inclusion of students from all backgrounds. This is critical to our future and American innovation."

About SACNAS
SACNAS is the largest multicultural and multidisciplinary STEM diversity organization in the U.S. reaching a community of nearly 20,000. Representatives from colleges, universities, government agencies and industry across the nation share thousands of opportunities with attendees at each annual conference.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Nov. 11, 2015
CONTACT: George Watson, george.watson@ttu.edu
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Dangerously Hot Playground Temperatures Explored by Texas Tech Researcher

Jennifer Vanos with the Climate Science Center led the team that found very hot temperatures on playgrounds.

In warmer climates, where 90- and 100-degree air temperatures are the norm for several months of the year, unshaded playground equipment can reach temperatures that cause burns to children. But a pilot study and paper published this week could be the first step toward improving safety at playgrounds throughout the country with a simple, obvious solution – providing a little shade.

The study is from Jennifer Vanos, an assistant professor in the atmospheric science group in the Department of Geosciences and a faculty associate with the Texas Tech Climate Science Center, and her colleagues at Arizona State University.

"We need to provide comfortable spaces, especially in urban areas so kids can go out and play," said Vanos, whose area of specialty is the impact of weather and climate on humans. "During the summer, those spaces often aren't available. But we were able to show that even on extremely hot days, a park that had a shade sail was safe to play in considering heat exposure and burning potential."

Vanos, along with Arizona State professors Ariane Middel and Benjamin Ruddell, studied a playground in the Phoenix suburb of Gilbert, Arizona, which had areas of sun where surface temperatures reached near-boiling point levels but where shade made a significant difference.

The study showed even a little shade on the equipment, whether by an artificial shade sail or by natural means such as trees, had a huge impact on the safety and comfort of not only the playground equipment but also the natural and artificial surfaces on which the playgrounds were constructed.

"This is all probably common sense to a lot of people," Vanos said. "Essentially we're showing by just providing the mechanism of shade in the playground it brought temperatures into safe values so kids could actually play. In hotter temperatures they're not going to play and have a high likelihood of burning their skin."

What Vanos and her colleagues found was striking. For example, the rubber surface on which the playground was constructed, which was soft to cushion falls and colored green and black, was recorded at 87.2 degrees Celsius in the sun at noon, less than 13 degrees

below the boiling point of water. In the shade of a tree, that same surface was recorded at 42.2 C, and under the shade sail was measured at 46.7 C, both much closer to the air temperature of 41.6 C.

In terms of equipment, a green, molded plastic slide with a high-density polyethylene coating was measured at 71.7 C in the sun and 43.9 C under the tree shade. A beige-colored slide of the same material and coating was measured at 63.9 C in the sun and 40.6 C under the shade tree.

For a point of reference, the burn threshold for the slide's material is made is one minute at 60 C, five seconds at 74 C and just three seconds at 77 C, meaning a child's skin does not have to contact the surface for very long in the sun to be burned.

"There are so many reports you can find of kids burning themselves on playgrounds that are just too hot, yet there is little in the way of guidelines from the National Program for Playground Safety (NPPS)," Vanos said. "But this paper is showing there is a good solution."

This is where Vanos' work in climate change comes into effect. With the continued warming of the planet, temperatures are only going to rise, making playgrounds hotter and the need for shade greater.

"Urban climates also warm with growing urban areas due to the urban heat island effect. That's cumulative with the increasing temperature due to climate change," Vanos said. "We need to be able to make sure kids can still play and not be stuck inside all the time, especially in warmer climates, because we know it happens. Providing shade is something Lubbock could easily do. We've started this pilot study in Phoenix because that's the hottest city in the U.S., but we want to expand it to other cities and climate zones."

This study is one of the first done on the subject, so little information exists on playground surface temperatures. Vanos is hopeful this study begins the discussion to add heat stress and temperature-related guidelines to construction standards for current and future playgrounds.

"Playgrounds are one of the only places kids get a chance to be creative and play and be kids," Vanos said. "To be able to freelance and play and be creative, it's a really important aspect of kids' lives. We need to make sure we provide a good environment process for that."

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Nov. 11, 2015
CONTACT: K'Leigh Sims, kleigh.sims@ttu.edu
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Texas Tech Recognized as 'Best for Vets' for Second Consecutive Year
The university is ranked No. 32 in the nation for four-year higher institutions.

For the second consecutive year, Texas Tech University recently was ranked as a "Best for Vets" college by Military Times out of 125 four-year higher education institutions, coming in No. 32.

"Congratulations to the Texas Tech University community for earning the Military Times 'Best for Vets' recognition for outstanding commitment to our military and veteran students," said Lou Ortiz, Military and Veterans Programs (MVP) director.

The rankings are based on a rigorous survey and public data provided to evaluate each school.

For the first time, according to Military Times, about 57 percent of the schools were able to provide at least one type of veteran-specific academic outcome data metric, such as retention, graduation or course completion rate.

At Texas Tech, the retention rate for military and veterans is 81 percent, with 91 percent of students succeeding in course completion.

Texas Tech's Military and Veterans Programs office is solely dedicated to helping these students and their families succeed. Before military personnel, veterans and their families set foot on campus, MVP helps them with the application process. On campus, the MCP staff processes each student's G.I. Bill or Hazlewood exemption, registers them for classes and ultimately helps them transition from military to civilian life.

Texas Tech has more than 250 faculty and staff members in each college and department on campus to provide assistance, support and help provide a positive experience for all military and veteran students.

"Our military and veteran student population is more than 2,000 and growing, and our first priority is that they earn their degree," Ortiz said. "The 'Best for Vets' recognition shows how our campus has embraced those who have served our nation by providing education service, support and resources."

Texas Tech has received numerous rankings and recognitions for its effort in helping military personnel and their families succeed, such as a "Military Friendly" school by G.I. Jobs, a top 10 college for veterans by USA Today, a military friendly employer by the Military Officers Association of America and becoming the first Purple Heart University in Texas.

For more information about MVP and the services it offers, visit http://www.depts.ttu.edu/diversity/mvp/index.php.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE
DATE: Nov. 12, 2015
CONTACT: Karin Slyker, karin.slyker@ttu.edu
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General to Speak for The Vietnam Center and Archive Guest Lecture Series
Gen. Anthony Zinni is respected for his insight on military and international politics.

WHAT: The Vietnam Center and Archive Guest Lecture Series with Gen. Anthony Zinni (USMC, retired)

WHEN: 7 p.m. Friday (Nov. 13)

WHERE: Helen DeVitt Jones Auditorium, Museum of Texas Tech University, 4th Street and Indiana Avenue

EVENT: In his nearly 40 years of military service, Gen. Zinni has become one of the nation's most sought-after and respected voices on military and international political matters. A two-tour veteran of the Vietnam War, Zinni has served his country in military and diplomatic missions, as well as humanitarian.

Before his retirement from the Marine Corps in 2000, Zinni served as commanding general of U.S. Central Command. He has been awarded 23 personal U.S. medals and personal international awards from Vietnam, France, Italy, Egypt, Kuwait, Yemen and Bahrain.

After leaving the military, Zinni has served the public in different capacities, including various national security, business and educational roles. He has published numerous books, including the international bestseller coauthored with Tom Clancy, Battle Ready.

Zinni will discuss his service during the Vietnam War and how that shaped him as a young Marine Corps officer and continued to shape him as he became one of its senior commanders.

This event is free and open to the public. Reception and light refreshments to follow the presentation.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Nov. 12, 2015
CONTACT: George Watson, george.watson@ttu.edu
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Texas Tech Makes List of Business Insider's Most Underrated Universities

The university is ranked No. 13 based on criteria including mid-career salaries.

Texas Tech University picked up another ranking this week as Business Insider listed the university at No. 13 on a list of the 50 most underrated colleges in America.

Texas Tech was the highest rated of any of the schools listed in Texas, outpacing Houston (No. 14) and Texas A&M (No. 47). Texas Tech also was one of three Big 12 Conference schools listed, with West Virginia at No. 40 and Oklahoma State at No. 49.

"More and more students every year recognize the quality and value of a Texas Tech education," Texas Tech President M. Duane Nellis said. "It reflects in our annual record enrollment growth and increasing number of graduates. Students leave here well-prepared for the workforce."

The website lauded Texas Tech's business, consumer science and engineering departments, particularly its commitment to research with the $22 million Terry Fuller Petroleum Engineering Research Building, which opened in 2014 and was funded entirely by industry and private contributions.

The median mid-career salary of a Texas Tech graduate was listed at $87,700. The university set a new record for enrollment for the eighth straight year this fall with 35,893 students, growing 2.1 percent from the fall of 2014. That included a Hispanic enrollment of just over 23 percent.

The rankings were based on U.S. News and World Reports rankings of the top universities and liberal arts colleges in the country and PayScale's 2015-16 College Salary Report, which rated colleges and universities based on mid-career salaries of its graduates.

"We considered two factors: reputation and future earnings, specifically looking for schools that had relatively low rankings on the U.S. News list but high mid-career salaries," the website said.

Texas Tech also was recently ranked No. 60 in the U.S. and No. 3 in Texas by Niche, which provides reviews and insight from experts to help people choose the right college.

To see the Business Insider rankings, go to its website.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Nov. 12, 2015
CONTACT: George Watson, george.watson@ttu.edu
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Texas Tech Ranch Horse Team Captures Crown at Western Horseman Show
Red Raider riders also showed well at the Stock Horse of Texas Futurity and Derby.

The Texas Tech University Ranch Horse Team captured the Collegiate World Championship and several members of the team recently captured top individual honors at the Western Horseman Stock Horse World Show in Abilene.

Competing against 10 other collegiate teams, Texas Tech earned top honors in several divisions, including stock horse pleasure, trail, reining and cow horse categories.

"I have been very proud of the team ever since I have arrived at Texas Tech," said Ranch Horse Team first-year coach Chance O'Neal. "There is no surprise why this team has been successful. They work very hard, but not just in the arena. I think what I am most proud of is the character of this team not only in the arena but the way they represent Texas Tech."

Kameron Buchanan earned the novice division championship riding Heza Hickory Colonel while Courtney Reynolds was named reserve world champion on Cows Playboy. Reynolds also won all-around in the division. Others competing in the novice division included Eric Van Reet, Raemi Gipson, Susanna Lyles and Ryder Cude.

Cassie Coltrain finished fourth in the limited non-pro division. Others in the division included Ashley Adams, Mandy Harris and Courtney Fredriksen.

Tanner Cadra and Jayton Baca competed in the non-pro division.

Following the world championships, team members competed in the Stock Horse of Texas (SHOT) Futurity and Derby, a special competition for 3-, 4- and 5-year-old horses.

Morgan Holmes captured the non-pro futurity championship, earning the Nathan Belcher Memorial Scholarship. Lanham Brown was the highest-placing rider in the derby, earning the Zinn Lindsey Memorial Scholarship. Ashley Adams earned a scholarship in the limited futurity division.

Complete results for the Western Horseman Stock Horse World Show and the Stock Horse of Texas Futurity and Derby can be found here.

For more information on the Ranch Horse Team, visit its website.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE
DATE: Nov. 13, 2015
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Texas Tech Opera Theatre to Perform "The Turn of the Screw"
The opera by Benjamin Britten is based on the story by Henry James.

WHAT: The Texas Tech University School of Music Opera Theatre will perform "The Turn of the Screw," an opera in a prologue and two acts by Benjamin Britten, based on the literacy classic by Henry James.

John Hollins is conducting the opera, Gerald Dolter is the stage director, and Timothy Walsh is the scenic and lighting designer.

Tickets can be purchased online or at the door: general admission is $15, seniors can purchase tickets for $12, students with ID can purchase tickets for $10, and Texas Tech students with ID are admitted for free.

This production contains adult themes and situations and is not recommended for children under 13.

WHEN: 7 p.m. Friday (Nov. 20) and Saturday (Nov. 21)

WHERE: Allen Theatre in the Student Union Building (SUB)

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Expert Pitch

FOR IMMEDIATE RELEASE
DATE: Nov. 16, 2015
CONTACT: Heidi Toth, heidi.toth@ttu.edu
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Expert: Live Theatre, Art Can Inspire Empathy and Change Lives, But It Has Limits

Can viewing art make people more tolerant and empathetic? Some experts believe it can. Researchers from the University of Arkansas Department of Education Reform found students who attended a live showing of either "Hamlet" or "A Christmas Carol" scored higher on the study's measure for tolerance than a control group.

Looking at art more broadly, the Boston Globe reported a number of medical schools throughout the United States, including Harvard and Yale, now require students to participate in more art, either by examining paintings, watching live theatre or music or reading literature. The purpose is to help aspiring doctors develop empathy in their practice.

Mark Charney, the director of the School of Theatre & Dance at Texas Tech University, is available to discuss why live theatre and art can evoke emotions in ways simply reading a play, watching the movie or looking at pictures of Vincent Van Gogh's art in books cannot. He has won multiple awards in the theatre industry and is an honorary member of the Actors Hall of Fame. Charney is the national coordinator of the Institute for Theatre Journalism and Advocacy for the Kennedy Center, coordinator of the Dramaturgy Initiative and associate director of the National Critics Institute at the O'Neill Theatre Center. He has written or adapted a number of plays as well.

Expert
Mark Charney, director, School of Theatre & Dance (806) 834-1683 or mark.charney@ttu.edu

Talking Points

- Art can change people, including inspiring empathy and tolerance along with fear and hate, but participants need to be open to be changed by the art they experience, and artists need to be willing to take their art to the people. Not every transformative play is a Shakespearian masterpiece with professional actors and expensive props. Plays written by young adults and performed in high school gymnasiums can evoke just as much emotion. Artists must help to create the right atmosphere for transformation in the perfect environment.
- "As theatre educators we teach that live art is transformative, but I often tell my students not to take that too far. I don't believe simply busing people in to see theatre always has a transformative effect. I believe it has the potential to change something in you, when it's the right play at the right time at the right moment. But I don't think that happens often, and I think if you expect it, you're asking too much of art."

- Art is a form of expression that can be an effective form of communication. Texas Tech theatre and dance students have taken their passion for art to the Burkhart Center for Autism Education & Research and created a community of artists that puts on a stage show. Art helps those students on the autism spectrum express themselves, learn to communicate more effectively and helps them learn to adapt to social situations.
- Art tells a story. This is obviously true in theatre, but also true in paintings, photography, dance and music. A story told well elicits emotions from a viewer, where simply viewing a picture of a painting or reading a play would not evoke those same emotions.
- "Narrative makes you cry and scenarios make you cry. We're an oral tradition culture. We tell stories. Stories create empathy."
- In the play "Equus," a doctor talks directly to the audience about the struggles he's going through and the bad dreams he has. Audience members feel a relationship with the actors that's lacking in the cinematic version.
- "Dysart, the main character in 'Equus,' is in the room with you. When he struggles and he looks you in the eye and he even comes near you, I think it's really hard not to empathize, especially if you like and admire that character."
- "When you put Richard Burton, who played Dysart in 'Equus' on screen and he's talking to you, he's not talking to you. He's talking to the camera. It doesn't seem like he's talking to you. There are a bunch of people sitting next to you. It doesn't have the same immediacy."

TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Nov. 16, 2015
CONTACT: George Watson, george.watson@ttu.edu
(806) 742-2136

Texas Tech Professor Honored by APLU, USDA with New Teacher Award

Courtney Meyers is an award-winning associate professor in the Department of Agricultural Education and Communications.

Courtney Meyers' family is full of teachers, from her parents to her twin sister, aunts, an uncle and cousins. You could say teaching is in her blood.

So it should be no surprise that Meyers, an associate professor in the Department of Agricultural Education & Communications at Texas Tech University, excels at her profession.

"I have an ingrained passion for teaching," Meyers said. "As a professor, I have many responsibilities, but teaching is the part of my job I enjoy the most."

Her passion for her profession was recognized Sunday (Nov. 15) when she was honored by the Association of Public and Land-grant Universities with the United States Department of Agriculture Food and Agriculture Sciences Excellence in Teaching Award in the "new teacher" category.

Meyers was honored during an awards ceremony at the APLU's annual meeting in Indianapolis, receiving a $2,000 award designated for use in supporting and strengthening instructional programs in the area of her choosing.

"Receiving this award is a wonderful recognition that the time and effort I dedicate to teaching is appreciated," Meyers said. "I am grateful the College of Agricultural Sciences & Natural Resources supported my nomination for the award, and I consider myself blessed to work with so many talented students and colleagues."

The new teacher award is presented to a professor who has seven or fewer years of experience at the collegiate level, with two teachers chosen each year from a large pool of candidates from across the country. Candidates are selected from four regions of the U.S. based on their commitment to a career in teaching, and they must exhibit meritorious service in the teaching profession.

Meyers said her application was evaluated based on teaching quality assessment, teaching philosophy statement, service to the profession, professional growth and scholarly activity and service to students.

Her teaching quality assessment included teaching assignments, awards, student/peer evaluations and innovative approaches. Service to the profession was judged on organizing or leading teaching improvement workshops, mentoring faculty and graduate students, grants received, publications and presentations. Personal growth included professional development, scholarly work and research awards, while student service was based on advising student organizations, advising graduate students and student-centered service activities.

A member of the faculty since 2008, Meyers is the co-sponsor of the Texas Tech chapter of Agricultural Communicators of Tomorrow. She has won numerous awards for research papers from the Journal of Applied Communications, the Association for Communication Excellence, the Southern Association of Agricultural Scientists' Agricultural Communications outstanding paper and the SAERC outstanding innovative idea poster.

"The APLU Excellence in Teaching Award is an extremely competitive national award that is one of the highest honors a faculty member can achieve in the agricultural and natural resources disciplines," said Michael Galyean, dean of the College of Agricultural Sciences & Natural Resources. "This award adds to an already long list of Courtney's accomplishments in teaching, and it reflects the fact that she excels in all aspects of her position – teaching, research, and service. CASNR is very fortunate to have someone of her caliber as a member of its faculty."

Meyers felt her application to the award represented an overarching dedication to teaching excellence and the student and peer review comments demonstrated the impact she desires to have in teaching.

"This award has encouraged me to continue my efforts inside and outside the classroom to help my students become talented agricultural communicators," Meyers said.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Nov. 16, 2015
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Texas Tech's Junction Campus to Host Texas Academy of Science's 2016 Meeting

Submissions are now being accepted for scholarly presentations.

Texas Tech University's Llano River Field Station at its Junction campus will host the 119th annual meeting of the Texas Academy of Science (TAS) from March 4-6, and presentation submissions are now being accepted.

All contributed presentations, posters and symposium presentations require an abstract of no more than 250 words, which are due by 5 p.m. Dec. 4. No late submissions will be accepted. Membership in TAS is not a requirement for submitting an abstract, but anyone submitting an abstract must be registered for the conference. Get more information and submit abstracts here.

Oral presentations and posters will be considered in all TAS sections:

- Anthropology
- Biomedical science
- Botany
- Cell and molecular biology
- Chemistry and biochemistry
- Computer science
- Conservation ecology
- Environmental science
- Freshwater science
- Geosciences
- Marine science
- Mathematics
- Neuroscience
- Physics
- Science education
- Systematics and evolutionary biology
- Terrestrial ecology and management

Registration for the meeting will open Jan. 1 and will cost $175 for professionals or $75 for students.

Texas Academy of Science

The academy promotes scientific research in the state, encourages research as part of student learning and enhances the professional development of its professional and student members. Founded by teachers in 1880 as the Academy of Science in Texas, the organization as it is now known emerged in 1929 with a physicist, botanist, mathematician and two biologists as founding members.

TAS began publishing its peer-reviewed journal, The Texas Journal of Science, in 1949. It now conducts an annual meeting to highlight research in its 17 sections, provides about $25,000 in funding each year for students and facilitates expert testimony on policy issues related to STEM or science education. TAS has nearly 600 members, more than half of whom are students.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Nov. 16, 2015
CONTACT: K'Leigh Sims, kleigh.sims@ttu.edu
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Worldwide eLearning Wins Six National Marketing Awards

Texas Tech's division of online learning won awards for print advertisements and publications, online advertisements, an interactive campaign and more.

Texas Tech University's Worldwide eLearning won six national awards during the 24th annual UPCEA Marketing and Enrollment Management Seminar earlier this month. Worldwide eLearning won awards for print advertisements and publications, online advertisements, outdoor/exhibit signage and an interactive media campaign.

Kelly Podzemny, Worldwide eLearning's digital media coordinator, said he was surprised when he found out Worldwide eLearning had won several awards for its marketing efforts.

"It was an honor to be recognized among so many other institutions doing superior marketing in the online and continuing education space," Podzemny said. "I attended the same conference last year without entering anything in the competition and saw the high-quality advertising work that gets entered.

"It was gratifying to learn we'd won a handful of awards this year."

The seminar is for leaders and practitioners responsible for professional, continuing and online education marketing and enrollment management at colleges and universities around the world.

Worldwide eLearning won the following awards:

- Outdoor/exhibit signage: Worldwide eLearning retractable banners (gold)
- Print advertising, single ad: Waco regional site Waco Today magazine ad (silver)
- Print publications, postcard: Worldwide eLearning open house postcard (bronze)
- Print advertising, single ad: Texas Techsan alumni magazine eLearning ad (bronze)
- Interactive media, interactive media campaign: Worldwide eLearning click-to-website campaign (bronze)
- Interactive media, online display ads: Waco regional site Facebook ads (bronze)

"In the last year Texas Tech's Worldwide eLearning has increased its marketing and social media presence," said Justin Louder, assistant vice provost. "I commend Kelly Podzemny and the rest of the Worldwide eLearning marketing team for all of their work to reach new audiences and attract future online or distance Red Raiders."

Worldwide eLearning offers more than 50 degree, certification and certification preparation programs that are fully available online. There also are six regional teaching sites across the state, including El Paso, Fredericksburg, Highland Lakes, Junction, Waco and Collin, so educational goals can be achieved with Texas Tech throughout the state. The degrees earned online and at regional sites are the same degrees earned on Texas Tech's main campus in Lubbock.

For more information about Worldwide eLearning and a list of online programs visit http://www.depts.ttu.edu/elearning/programs/.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
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Texas Tech Meat Judging Team Captures 12th National Championship

Juniors Erin Beyer and Clay Bendele take the top two individual spots as Texas Tech edges Wyoming for its fourth national championship in the last five years.

Texas Tech University's meat judging team is back on top.

On the strength of having the top two individual finishes, the meat judging team from the Department of Animal and Food Sciences in the College of Agricultural Sciences and Natural Resources captured its 12th national championship at the International Meat Judging Contest on Sunday (Nov. 15) in Dakota City, Nebraska.

"Once again, the young men and women on the meat judging team have brought praise and honor to the university," Texas Tech President M. Duane Nellis said. "With 12 national championships, Texas Tech continues to be the benchmark for other programs to follow. Congratulations to coaches Mark Miller, Dan Crownover and Bo Hutto for their dedication and to the College of Agricultural Sciences and Natural Resources for its commitment to our students."

It is the fourth national championship in the last five years for Texas Tech, which outlasted the University of Wyoming by 21 points, 4142-4121, to claim the title. Texas A&M took third with 4,086 points, while Oklahoma State (4,076) and Kansas State (4,073) rounded out the top five.

"This is an amazing group of students that truly epitomized excellence this whole year," said Miller, head coach of the team and a professor of animal and food sciences in the College of Agricultural Sciences and Natural Resources. "These students represented Texas Tech University with excellence."

Texas Tech won the overall beef, beef judging and placings categories, finished second in pork judging and third in beef grading and reasons.

Texas Tech was led by the top two individuals in Erin Beyer and Clay Bendele, both of whom were selected as All-Americans. Beyer, a junior from Brookshire, totaled 1,054 points by taking first place in three events – overall beef, pork judging and placings. Bendele, a junior from Hondo, finished second just two points behind at 1,052. He took first place in lamb judging and reasons.

Beyer also finished second in beef judging and fourth in specifications. Bendele took third in beef judging and fourth in overall beef.

Morgan Boyer, a senior from Wallisville, finished third in overall beef and fifth in both beef judging and beef grading. Michaela Pinder, a junior from League City, finished eighth in both beef judging and pork judging.

"The Texas Tech meat judging team has enjoyed a great deal of success in the last several years," said Michael Orth, chairman of the Department of Animal and Food Sciences. "Talented coaches and students, combined with a great work ethic and stakeholder support, make that possible. This team worked very hard and was rewarded with a national championship. I am very proud of the whole group."

Texas Tech also had the four individual finishers in the top 10 of the alternate division.

Cody Shannon, a senior from Royse City, finished third overall in the alternate division with 834 points. Zena Doty, a senior from La Plata, New Mexico, was fifth with 831 points. Erin Klein, a junior from Littlefield, and Sean Morrow, a junior from Nolan, finished seventh and eighth, respectively, scoring 822 and 820 points.

Other members of the meat judging team are:

- Elizabeth Burges, a senior from Graham
- Annalisa Clark, a junior from Las Cruces, New Mexico
- Scotta Faulkenberry, a senior from Stephenville
- Landon French, a senior from Burleson
- Darby Gonzales, a junior from Hondo
- Melani Howell, a junior from Seymour
- Hallie Hutto, a junior from Hondo
- Kyle Lambert, a junior from Sweetwater
- Madison Langemeier, a junior from Marion

"We were blessed with an excellent road trip leading up to the contest," Miller said. "The classes were very challenging, but the team performed extremely well and won the contest in placings."

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Nov. 18, 2015
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College of Education Wins $7 Million Grant for Teacher Prep Reform

On the eve of mandated education reform, the U.S.PREP National Center will create a coalition of universities and school districts to improve teacher education.

The Texas Tech University College of Education received a $7 million grant from the Bill & Melinda Gates Foundation to create a national center aimed at reforming teacher preparation programs in the southern United States. It is one of three teacher prep programs and Texas Tech is the only university to receive this grant.

The center, which will allow Texas Tech to partner with other universities and school districts, will be called the U.S.PREP National Center. U.S.PREP is an acronym for University-School Partnerships for the Renewal of Educator Preparation.

Dean Scott Ridley, who authored the grant proposal, said the name highlights the importance of collaborating with school districts, which is critical to education reform.

“I believe the historical lack of deep and authentic university-school partnerships has been the cause of some of today’s challenges in American education,” he said. “Now we have the opportunity to demonstrate how alignment can be a solution. We rise or fall together.”

The coalition will include six universities in Texas and neighboring states. After three years it will expand to other universities.

Community	University	PreK-12 Partner School District
Lubbock	Texas Tech University (lead)	Lubbock ISD
Dallas	Southern Methodist University	Dallas ISD
Houston	University of Houston	Houston ISD
Baton Rouge, LA	Southeastern Louisiana University	Ascension Parish, St. Charles Parish
Jackson, MS	Jackson State University	Jackson Public Schools
Memphis, TN	University of Memphis	Shelby County Schools

The grant also speaks to the national attention Texas Tech’s teacher reform has received.

“During his tenure as education dean at Texas Tech, Scott Ridley’s focus on teacher preparation has been a model for universities throughout the country,” Texas Tech President M. Duane Nellis said. “I am pleased with the progress the College of Education has made under his direction and excited for this opportunity from the Gates Foundation.”

Ridley, who pioneered competency-based teacher education reform at Arizona State University before coming to Texas Tech and creating TechTeach, said the partnerships the center facilitates will be instrumental in improving education in the affected schools.

“I have witnessed the transformational power of deep university-school partnerships in my education career,” he said. “Now, as host of the U.S.PREP National Center, Texas Tech has the opportunity to be the first in the nation to demonstrate the power of cross-university collaboration for the scaled transformation of teacher preparation.”

Katie Button, an associate professor in the College of Education, will direct the U.S.PREP National Center along with Sarah Beal, previously a leader of the iTeachAZ program at Arizona State University.

“It is amazing to see the quality of the new teachers Texas Tech has produced for partners such as the Dallas Independent School District,” Button said. “With this opportunity from the Gates Foundation, we will help expand the provision of excellent new teachers to partner districts throughout the country.”

Mandated reform

The U.S. Department of Education passed new accountability standards that go into effect in 2016 and will be widespread by 2017. The standards include evaluating teachers according to a rubric, which will include student test scores, and holding both the teacher and the teacher preparation program accountable for classroom achievement. Most traditional teacher preparation programs do not have competency-based training or rubrics to measure student-teacher performance.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Nov. 18, 2015
CONTACT: Glenys Young, glenys.young@ttu.edu
(806) 742-2136

MEDIA – No videography will be allowed during the event.

Texas Tech Experiment Recreates Long Jump from Ancient Olympic Games

Volunteers will model different jumping styles, trying to determine the ancient method.

As athletics enthusiasts on campus and around Lubbock look forward to the 2016 Summer Olympics in Rio de Janeiro, faculty in the Texas Tech University Department of Classical & Modern Languages & Literatures (CMLL) are warming up with a captivating and evocative experiment in jumping the Ancient Greek way.

The Olympics began in 776 BC, and the long jump was part of the Greek ancient games for more than 1,000 years. However, scholars of ancient sports have not quite figured out how the Greeks jumped.

"It's never been clear whether the Ancient Greek jump was a standing long jump or a running long jump, or whether it was a series of jumps like the modern triple jump," said Peter Miller, a visiting assistant professor in CMLL. "The ancient evidence, as it is so often, is unclear, and we're hoping we can reveal some new details by actually performing a jump, in as close to ancient conditions as possible."

Beyond the question of the type of jump, Ancient Greek athletes used jumping weights, two dumbbell-like objects that weighed between two and five pounds each. Hannah Friedman, an assistant professor in CMLL, has been working with William and Shannon Cannings, an assistant professor of sculpture and an instructor, respectively, in the Texas Tech School of Art, to design and build bronze jumping weights for the experiment.

"We've made them as close as possible to some of the ancient models, and we've had to consider questions of – for example – balance that are completely ignored in ancient times," Friedman said. "Of course, we've added a few modern touches when it comes to decoration, and our fantastic colleagues in the School of Art are giving them a Red Raider look."

Miller and Friedman have teamed up with David H.J. Larmour, Paul Whitfield Horn Professor of Classics, to design an experiment in which volunteer jumpers, who are selected from Texas Tech faculty and students, will perform a series of jumps of different types with different weights, while Miller and Larmour record, measure and film their efforts. The researchers are hopeful by studying the volunteers jumping with weights and

interviewing the subjects afterward, they will gain valuable insight into what ancient sources say about the type of jump but also into ancient athletic practices more generally.

The jumps will take place from 1 to 3 p.m. Saturday (Nov. 21) at Texas Tech's indoor track and field facility, the Athletic Training Center, 2526 Mac Davis Lane. The event is closed to the public.

Texas Tech Athletics has been extremely accommodating and excited, Miller said.

"Tech has a proud tradition of athletics excellence in track and field, and our experiment is expanding our knowledge of the origins of athletics," Miller said. "I can't think of a better way to integrate the athletics and academic sides of the university."

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Nov. 18, 2015
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Texas Tech Hosts Carol of Lights® Tech the Halls

The 57th ceremony begins at 6:30 p.m. on Dec. 1.

Texas Tech University's Residence Halls Association will host the 57th annual Carol of Lights® "Tech the Halls" beginning at 6:30 p.m. on Tuesday (Dec. 1), with the Carillon concert.

"Carol of Lights is such a fun time of year for our Red Raider community," Texas Tech President M. Duane Nellis said. "The lights and the celebration create a spirited atmosphere around campus that students, faculty, staff and alumni enjoy each year. I'm looking forward to this favored tradition yet again and kicking off the holiday season with the Texas Tech community."

At 7 p.m., the Torch Light Processional led by Raider Red, the Masked Rider and the Saddle Tramps begins before the buildings are lit. About 80 red torches will be carried from the intersection of Akron Avenue and Broadway following the Luminaria Lighted route located around Memorial Circle and the Science Quadrangle.

The Texas Tech Trombone Choir, directed by Jim Decker, will accompany the Texas Tech Combined Choirs.

More than 25,000 colored lights will be 100 percent LED this year and are displayed on 13 buildings around Memorial Circle, the Engineering Key and Texas Tech's Broadway entrance. This year's theme "Tech the Halls" represents Texas Tech's connection to classic holiday traditions as well as the residence halls' annual traditions.

After the ceremony the School of Music will present its Carol Concert, with the combined university choirs and West Texas Children's Chorus will sing traditional Christmas carols. The concert will be at 8 p.m. in the Hemmle Recital Hall in the Music Building. Tickets can be purchased at music.ttu.edu or at the event.

Preparation for the ceremony began Sept. 15 with the installation of lights by the university Physical Plant team. The 38-foot-tall Christmas tree was erected this week. Since the inception of Carol of Lights, it has been a student organization-sponsored event.

"As we move into the 57th year of Carol of Lights, we're excited to see the event grow as we expand our reach to more alumni, family and friends across the globe through our TV and online broadcasts," said Craig Kuehnert, assistant director for student leadership development at University Student Housing. "This year, numerous chapters within the Alumni Association statewide will be sponsoring holiday parties in conjunction with the live streaming of Carol of Lights. We're excited to share this well-known campus tradition with the thousands of Red Raiders both on campus and from afar."

Students, faculty, staff and the Lubbock community can listen to the live broadcast on KTXT 88.1. Listeners locally and worldwide also can listen to broadcast at www.kttz.org.

The ceremony also will be broadcast live using the Texas Tech livestream and locally by Texas Tech Public Media on PBS.

The lights will be turned on daily from 6:30 p.m. to midnight Dec. 2, 2015 through Jan. 1, 2016.

The Texas Tech Police Department will close off vehicle access to Memorial Circle and Texas Tech's Broadway entrance for the ceremony beginning at 5:30 p.m. Dec. 1, and the official event hashtag is #TTUCOL on social media.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Nov. 18, 2015
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Texas Tech Livestock Judging Team Claims Eighth National Championship

Texas Tech becomes the first school to claim the meat and livestock judging national championship in the same year four times.

For the fourth time in school history, Texas Tech University has swept two national championship judging competitions.

Two days after the Texas Tech meat judging team claimed the crown, the livestock judging team from the Department of Animal and Food Sciences in the College of Agricultural Sciences and Natural Resources followed suit, outlasting Oklahoma State by 15 points to earn the program's eighth national title and first since 2011 at the North American International Livestock Exposition (NAILE) in Louisville, Kentucky.

"What a week it has been for our judging teams in the College of Agricultural Sciences and Natural Resources," Texas Tech President M. Duane Nellis said. "The Texas Tech livestock judging team showed true determination and dedication in claiming its eighth national title. Congratulations to coaches Ryan Rathmann and Kylan Carson for their outstanding work with this year's team and to the Department of Animal and Food Sciences for its commitment to our students."

The livestock team's victory marks the fourth time Texas Tech has won the national championships in meat and livestock judging in the same year (2008-09, 2011, 2015), making Texas Tech the only school to achieve that feat. Iowa State, Oklahoma State and Texas A&M, have done it three times.

"This was an absolutely unbelievable day," Rathmann said. "We are so blessed to have so many exceptional students in our judging program. This group is really special. They had their ups and downs but even in the face of setbacks they were always determined and kept believing in themselves."

Three individuals finished in the top six, allowing Texas Tech to outlast Oklahoma State 4,677-4,662. Western Illinois (4,613 points) finished third followed by Kansas State (4,584) and Iowa State (4,550).

In team standings, Texas Tech won the sheep (1,155 points) and reasons (1,850) categories while finishing second in cattle (1,888)

Laramie Priest, a senior from Lorena, led the Texas Tech contingent, finishing third with 943 points. Luke Ziegler, a senior from New Windsor, Maryland, was fifth with 941 points and Colby Redifer, a senior from Blacksburg, Virginia, finished sixth with 939 points.

Rathmann also was named Coach of the Year. This year's national title marks the fifth for Texas Tech since he took over as coach in 2007 and the eighth of his career, adding to the three titles he won at Texas A&M from 2002 to 2004.

"I had the privilege of being able to attend the contest this year in Louisville," said Michael Orth, chairman of the Department of Animal and Food Sciences. "The coaches and students did a tremendous job. Many family members of the students were there as well to enjoy the moment. Winning the national championship is an accomplishment they can cherish for the rest of their lives."

Other members of the livestock judging team are:

- SyAnn Foster, a senior from Lockney
- Colton Fritz, a senior from Fredericksburg
- Lane Hale, a senior from Ozona
- DeShae Hanagan, a senior from Artesia, New Mexico
- Linay Runnels, a senior from Hondo
- Taylor Shackelford, a senior from Prosper
- Tylee Williams, a senior from Rio Vista
- Bryson Williams, a junior from Earth

"We had a huge crowd of parents and supporters at the banquet and it is amazing how many people have been praying and thinking of us over the last few days," Rathmann said.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Nov. 18, 2015
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Texas Tech University to Host Annual Lubbock Lights Concert

This year's event will showcase Terry Allen's 1979 album, "Lubbock (On Everything)."

To celebrate the musical heritage of the South Plains, Texas Tech University will host the annual Lubbock Lights show February in the Student Union Building's Allen Theatre.

The concert, which will take place from 7 to 9 p.m. Feb. 18, will feature local performers Terry Allen, Richard Bowden, Don Caldwell, Gwen Decker, Suzanne Henley, Kenny Maines, Lloyd Maines, Curtis McBride, Alan Shinn, Bukka and Bale Allen, Donnie Maines, Terri Hendrix and Jo Harvey Allen.

The event will showcase Terry Allen's 1979 album "Lubbock (On Everything)," a double-record set of classic Allen tunes that serves as a dedication to his hometown.

Allen said while he was working on this record, he realized the songs were about growing up in Lubbock and how much the city meant to him.

"Lubbock's got a hard bark, with little or no self-pity; its music has an edge that can be smelled, like Lewter's feed lot," Allen said. "No one from Lubbock ever apologized for what they were or where they lived."

"Lubbock (On Everything)" is meant to mark the coming-of-age of Lubbock music. It was recorded in Don Caldwell's Lubbock studios utilizing the finest South Plains musicians, many of whom will be performing at the Lubbock Lights concert with Allen.

Allen's album features both thoughtful nostalgia and dry West Texas humor, and has been described by critics as essential listening for anyone with an interest in the outer fringes of country music.

General admission tickets are $18 and are available by calling Select-A-Seat at (806)-770-2000 or visiting www.selectaseatlubbock.com.

Texas Tech students may receive one free ticket with a valid Texas Tech ID at the Allen Theatre information desk located inside the Student Union Building.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE
DATE: Nov. 18, 2015
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Transgender Day of Remembrance

Texas Tech University Gay Straight Alliance invites students, faculty and staff to attend.

WHAT: Texas Tech University Gay Straight Alliance invites Colt Keo-Meier to speak on Transgender Day of Remembrance.

WHEN: 7 p.m. Friday (Nov. 20)

WHERE: Talkington Hall, Room 104

WHO: Guest speaker Colt Keo-Meier will talk about victimization and comorbidity in gender queer and transgender populations.

Transgender Day of Remembrance is a day that honors those harmed in acts of violence against gender queer and transgender individuals.

The event is sponsored by Gay Straight Alliance, The President's Gender Equity Council, Student Counseling Center, University Student Housing, Women's Studies Program, and RISE.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Nov. 19, 2015
CONTACT: Glenys Young, glenys.young@ttu.edu
(806) 742-2136
Photos available upon request.

MEDIA – This group was formerly called Mappers Without Borders. Please no longer use that name.

Capitol Hill Event Launches University Consortium to Engage Student Mappers

Texas Tech and two partner universities receive a $1 million grant from USAID.

Texas Tech University and two partner universities were honored during a reception to launch the new Mapping For Resilience University Consortium on Tuesday (Nov. 17) in the Rayburn House Building in Washington, D.C.

Launched as part of the national Geography Awareness Week, the program aims to leverage academic community involvement in development innovation through creation and use of new open spatial data through student-led, crowd-sourced activities and shared through online open platforms for further analysis and research. Ultimately, the program will offer leadership and fellowship opportunities, activities for female mappers and support for students and their faculty mentors to work in local communities to create and use spatial data to solve real-world development needs and then share that data as a public good.

The reception was hosted by the United States Agency for International Development (USAID), specifically the U.S. Global Development Lab's GeoCenter, which awarded a grant of $1 million for Texas Tech to establish a consortium of universities to start an international academic network to create and use open spatial data for development needs.

The Texas Tech Office of the Vice President for Research, the Department of Geosciences and the Department of Natural Resources Management worked with the two other founding universities – George Washington University and West Virginia University – to bring the project to fruition. The launch event featured a live demonstration of the online mapping platform provided by students from the three universities.

"Every project is different and could vary in length and complexity based on the needs of that project," said Julia Kleine, a senior geoscience major from Yorktown. "Instead of one person mapping an entire area, many people are able to join forces by logging in online and contributing to projects by looking at satellite images and interpreting and creating the data a piece at a time. This allows people to put in as little or as much as they can. However, there are no limits to the complexity or types of maps that can be done for situations. Today we see geographic information system technologies being used to

provide knowledge and humanitarian assistance all over the world, even in natural disasters in places such as Haiti and Nepal."

The USAID GeoCenter identifies the "demand," the places where maps and geospatial data are needed, by working with missions and understanding their development objectives. The University Consortium will develop the student mappers by partnering with universities in the U.S. and in the developing world. This model builds upon previous global geospatial programming designed by Texas Tech faculty. It also utilizes teaching and learning methods pioneered at George Washington University and spatial analysis methods devised by West Virginia University partners.

The Mapping For Resilience University Consortium is USAID's strategic investment toward building a network of student mappers who create substantial geospatial data sets to support USAID's efforts to end extreme poverty. The Mapping For Resilience University Consortium uses the OpenStreetMap platform and tools to ensure geospatial data is freely available for the greater public good, particularly local populations planning for the welfare and vitality of their own communities.

"This is an important program because USAID and their implementing partners will actually use the data we create and the analyses our participants develop in their work around the world, ultimately helping to make a difference in people's lives," said Patricia Solís, Texas Tech research associate professor of geography and director of the program. "While we are at it, we will enrich students' international experiences through service and learning, build long-term scientific capacity around the world and foster youth leadership.

"We are leveraging a significant geospatial data revolution that makes it possible for people everywhere to not only use maps but create them, too. This is empowering for people in places that have been either left off the map or who did not have access," Solís said. "Being able to answer the question of where, when addressing significant needs in developing countries, is very important."

Meanwhile, students gain new skills and can use this data in their own research. This can apply to a great variety of studies on issues that lend themselves to be visualized through mapping, from locating vulnerabilities to flooding and marking the extent of drought-stricken areas to identifying factors in land use that can improve food security or locating sites with high potential for renewable energy production.

"Mapping and geospatial awareness are essential to the economic expansion, and the improvement in our quality of life throughout the world," said Robert V. Duncan, Texas Tech senior vice president for research. "I am so excited to see our students and faculty working closely with their counterparts at George Washington, West Virginia and others around the world in this effort that brings us all together and advances peace and prosperity for all."

The launch event was moderated by USAID U.S. Global Development Lab Executive Director Ann Mei Chang and GeoCenter Director Carrie Stokes. In attendance were

congressional staff representatives from the offices of Texas Sens. Ted Cruz and John Cornyn and Reps. Michael McCaul, Joaquin Castro and Randy Neugebauer; high level Texas Tech representatives including Duncan and Annette Sobel, Office of the President; representatives from George Washington University and West Virginia University; representatives from USAID, NASA, the National Academies of Sciences, the American Red Cross, (Missing Maps Project), the Department of State's Humanitarian Information Unit (MapGive), World Bank's Global Facility for Disaster Reduction and Recovery (Open Cities), the Centers for Disease Control and Prevention, the Peace Corps and others.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Nov. 19, 2015
CONTACT: Glenys Young, glenys.young@ttu.edu
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Tattoos May Be a Coping Mechanism for Some College-Age Women

Texas Tech sociology professor Jerome Koch says body art may be a way of dissociating with one's past.

Texas Tech University sociology professor Jerome Koch has been studying body art – both tattoos and piercings – for years. And in that time, his research has turned up some pretty unexpected results.

According to his new study, some interesting emotional correlations emerge among college-age respondents with four or more tattoos. Women with multiple tattoos report higher levels of self-esteem than anyone else in the study. Moreover, escalating acquisition of body art does not correlate with increased depression or suicide ideation among men or women. However, the same multi-tattooed women also report a much higher frequency of past suicide attempts.

So how does Koch explain this paradox?

"I think women, especially, are more aware of their bodies through, among other things, fat shaming, the cosmetics and plastic surgery industry and hyper-sexualized imagery in media," Koch said. "What we may be seeing is women translating that awareness into empowerment. We know women sometimes replace a surgically removed breast, for example, with elegant body art. We wonder if more tattoos might be a way of reclaiming a sense of self in the wake of an emotional loss – evidenced by a suicide attempt."

The study, titled "Tattoos, gender and well-being among American college students," will be published in The Social Science Journal in 2016. It is the companion piece to Koch's 2010 study, "Body art, deviance and American college students," which found respondents with four or more tattoos, seven or more body piercings or piercings in the nipples or genitals were significantly more likely to report regular marijuana use, occasional use of other illegal drugs and a history of being arrested for a crime.

"This latest piece takes the same question inside out," Koch said. "Instead of talking about deviance, it's about wellness. We wanted to find out, to what extent does the acquisition of body art correlate to a sense of well-being or a greater sense of self? It's pretty paradoxical."

In a 2008 study, "Motivation for Contemporary Tattoo Removal," Koch's team found women were more than twice as likely as men to want tattoos removed, most often as a

way of dissociating from the past. But this new study appears to show the addition of a tattoo can serve the same purpose as a removal.

“That’s what we think is going on,” Koch said. “Women with four or more tattoos were the group that showed us the only two interesting connections: they had a much higher suicide attempt history, and paradoxically, it was this same group – and the only group – that showed an increased level of self-esteem. Our interpretation is maybe it’s a parallel, emotionally, of what we see with breast cancer survivors. We can only speculate what these findings might mean, and more research needs to be done. But I think the logic holds when linking suicide survivors and breast cancer survivors who might use tattoos when reclaiming an emotional or physical loss.”

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE
DATE: Nov. 19, 2015
CONTACT: James Hodgins, james.hodgins@ttu.edu
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Texas Tech School of Music Presents Band Spectacular
The concert will feature all the School of Music bands.

WHAT: The Texas Tech University School of Music presents the Band Spectacular. This concert features all university bands in a continuous, non-stop performance. Ensembles include the symphonic wind ensemble, concert band, symphonic band, trumpet ensemble, graduate quintets, the national award-winning Mirasol Saxophone Quartet and the Goin' Band from Raiderland in its only performance of the year in Hemmle Recital Hall.

The concert is open to the public and admission is free.

WHEN: 7:30 p.m. Sunday (Nov. 22)

WHERE: Hemmle Recital Hall, Texas Tech School of Music

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Nov. 19, 2015
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Texas Tech, Lubbock ISD Collaborating to Open Early College High School

The program, which starts in August, will allow students at Estacado and other high schools to take dual credit courses, thus graduating with 60 college credits.

Officials from the Texas Tech University College of Education and the Lubbock Independent School District (LISD) signed an agreement today that makes official an Early College High School campus at Estacado High School.

Texas Tech President M. Duane Nellis, Provost Lawrence Schovanec, LISD Superintendent Berhl Robertson, Jr. and LISD board chairman Dan Pope signed the memorandum of understanding at the LISD board meeting today (Nov. 19). The program is funded in part through the East Lubbock Promise Neighborhood grant and matching dollars from Texas Tech.

"Texas Tech University is honored to partner with LISD and Estacado High School on this Early College High School initiative," College of Education Dean Scott Ridley said. "This fast-growing movement in our state and nation dramatically improves the probability that high school children living in poverty will complete their university degree."

Early College High School will allow high school students to earn dual credit hours that count toward high school and college degrees. Students who start their first year of high school will graduate four years later with 60 hours of college credit, classifying them as juniors. Students will not have to pay tuition on these college courses.

Most dual-credit classes will be college basics, including English, science, public speaking, math and history. Some electives will be available, including information technology, psychology, introduction to acting and art.

The schedule will get increasingly more intense as students progress, with only two college courses in the first year, four in the second and eight in the final year. Most of the classes will be held on the Early College High School campus at Estacado, and Texas Tech professors will travel to the location. Students will have some mainstream high school classes and will be able to play sports, be in the band and go to prom and other high school events.

Students at schools who feed into Estacado will have first priority. Students who feed into other LISD schools may apply to attend Early College High School. There is not a set number of students who can be admitted.

The program will start in August. Representatives from Texas Tech and LISD will reach out to students and their families to begin enrollment. Students must have passed the Texas Success Initiative (TSI) assessment to enroll in college courses.

"We are thrilled about the partnership with Texas Tech University and the implementation of the early college model at Estacado," said Theresa Williams, the deputy superintendent for academic services at LISD. "This has been a yearlong collaborative process of researching and planning between Lubbock ISD and Texas Tech. It will be a game-changer in their lives and will forever alter the trajectory of their future success."

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Nov. 20, 2015
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College of Media & Communication Providing Personalized Christmas Cards for Veterans

The project also is sponsored by the Media & Communication Learning Community.

As a way to show support for U.S. veterans who are students, faculty or staff members at Texas Tech University, the College of Media & Communication, in conjunction with student volunteers, is offering veterans and their families free greeting cards for the upcoming holiday season.

Families will have their photos taken by students on Saturday (Nov. 21) from 11 a.m. to 5 p.m. in the College of Media & Communication's Photo Lab. These photos will be used to create custom greeting cards to be given to the families during the first week of December.

Space to be included in the project is limited. To secure a photo session time, Texas Tech students, faculty and staff who are veterans can email rsvp.mcom@ttu.edu. The RSVP deadline is 3 p.m. Friday (Nov. 20).

Spearheading the project for the College of Media & Communication is associate dean for undergraduate affairs Todd Chambers and director of advising Julia Heard Witt. Community advisers Marisa Hohensee and Nathan Zuar, who lead the Media & Communication Learning Community (MCLC) based in Murdough Hall, coordinated the student volunteers working on the project.

With Texas Tech ranked by several organizations as one of the top schools in the U.S. for veterans, it made sense for the college to reach out to its veteran students, faculty and staff, Chambers said.

"We brainstormed the idea about how we could give back to an organization or community group and felt those who have served or are serving our country would be a wonderful group of people to help out," Chambers said. "Because we are in the College of Media & Communication, we felt we could do something media-related, so the idea of Christmas cards came up."

When deciding on a community service opportunity for her residents, Hohensee said she pulled from her background.

"I am the daughter of a veteran," Hohensee said. "Every day I am thankful for what he has given me. I really want to show respect to those who have served or are currently serving."

For Chambers, he said it was obvious the MCLC and College of Media & Communication could team up for a project primarily run by learning community students.

“It was a no-brainer,” Chambers said. “After getting to know the students this year, we knew they would enjoy the project, learn about event planning, photography and media relations, and appreciate the opportunity to give back.”

Echoing Chambers, Zuar said he thought the holiday card project would be a great learning opportunity for his residents.

“This allows our residents to get involved and help run the program, giving them experience on how to pull off an event like this,” Zuar said.

Hohensee said providing experiences related to a student’s future field of choice is the goal of the learning community program.

“Learning communities are able to create programs that showcase some aspect of a student’s choice of major,” Hohensee said. “Students get to experience their major in a different way outside the traditional classroom.”

The College of Media & Communication is providing printing services and equipment necessary to take photos of the families. The MCLC, with funding approved by Murdough Hall’s Complex Council, is covering mailing costs and providing volunteers.

“My hope is they learn about how to serve others first and foremost,” Chambers said. “The secondary goal would be that our students see how media can be used in a very positive manner. Hopefully, this will stay with them the rest of their lives.”

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Nov. 20, 2015
CONTACT: Glenys Young, glenys.young@ttu.edu
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Texas Tech Researchers Look to Get Bee Populations Buzzing

A new project seeks to promote pollinator conservation in agriculture.

In the wake of colony collapse disorder, bee populations have seen dramatic losses in recent years. But a team of Texas Tech University researchers is working on a project to help farmers boost the health of their pollinator pals.

Funded by a $380,579 grant from the U.S. Department of Agriculture's Natural Resources Conservation Service, the three-year project will study how land not being used for agricultural production can be improved to benefit the diverse and abundant native species that pollinate crops, and then teach producers more effective conservation methods to maintain those populations.

"Beneficial insects, including pollinators, are an important component of sustainable agroecosystems," said Scott Longing, lead researcher and an assistant professor of entomology in the Texas Tech Department of Plant & Soil Science. "Pollinator decline has become an important issue in recent years, highlighted by colony collapse disorder in managed honey bees and reductions in the ranges of some native bees. Information on insect pollinator biodiversity and their habitat resource is a major need for developing conservation actions to protect and restore native biodiversity and the valuable pollination services it provides."

The project began Nov. 1. The current phase involves recruiting producers and finding agricultural sites for investigation. In year two, on-site demonstrations will be conducted at some of the farms to highlight conservation actions for pollinators.

"The project will be aimed at developing information to assist producers in adopting conservation practices to promote pollinator health, through studies that address existing habitat resources of pollinators and changes in communities following the application of conservation practices on farms," Longing said. "We hope these efforts will increase producer adoption of new conservation practices aimed at promoting pollinator conservation, while providing information and resources that can be applied here and in other agricultural regions."

Other researchers involved in the interdisciplinary project are Robert Cox, an associate professor in the Department of Natural Resources Management; Nancy McIntyre, a professor in the Department of Biological Sciences; Cynthia McKenney, associate

chairwoman and Rockwell Endowed Professor in Plant & Soil Science; and Charles West, Thornton Distinguished Chair in Plant & Soil Science.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE
DATE: Nov. 20, 2015
CONTACT: James Hodgins, james.hodgins@ttu.edu
(806) 834-4829

PICTURES ARE AVAILABLE UPON REQUEST

Texas Tech University Symphony Orchestra Welcomes Special Guest Artist
Jing Wang, composer and virtuoso erhu artist, will perform with the orchestra in its next concert.

WHAT: The Texas Tech University Symphony Orchestra will perform with Jing Wang, virtuoso erhu artist, at its next concert. The erhu is a Chinese traditional two-stringed bowed instrument.

Conductors for the concert are David E. Becker, director of orchestras, and Ross T. Ipsen, associate conductor.

Pieces to be performed include John Corigliano's "Promenade Overture," Jian-Min Wang's "Rhapsody Number 1 for Erhu and Orchestra," Vittorio Monti's "Czardas for Erhu and Strings" and Peter Ilyitch Tchaikovsky's "Romeo and Juliet Overture Fantasy."

The concert is open to the public and admission is free.

WHEN: 7:30 p.m. Tuesday (Nov. 24)

WHERE: Hemmle Recital Hall, Texas Tech School of Music

WHO: Jing Wang, a composer and virtuoso erhu artist, was born in China. She has participated in numerous musical communities as a composer and a performer of diverse styles of music. Her compositions have been selected and presented in China, Spain, France, the United Kingdom, Italy, the Czech Republic, Romania, Serbia, Turkey, Russia, Australia, Japan, Argentina, Colombia and throughout the United States. They have also been recognized by the American Society of Composers, Authors and Publishers and Electro-acoustic Miniatures International Contest Spain.

Wang was the winner of the 2006 Pauline Oliveros Prize given by the International Alliance for Women in Music and has been awarded the MacDowell Colony Fellowship, the Vilcek Foundation Fellowship and the Omi International Musicians Residency Fellowship.

As an active erhu performer, she has introduced the Chinese indigenous erhu into the Western contemporary music scene with her wide array of compositions for chamber ensemble, avant-garde jazz improvisations and multicultural ensembles. She also has performed erhu concertos with several symphony orchestras in the United States.

Wang is an assistant professor of music at the University of Massachusetts Dartmouth where she teaches electroacoustic music, composition and music theory.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE
DATE: Nov. 20, 2015
CONTACT: Emily Gardner, emily.e.gardner@ttu.edu
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Texas Tech's Sigma Delta Pi Hosts Fifth Annual Lubbock Spanish Spelling Bee
The championship round begins at 9 a.m. Saturday (Nov. 21).

WHAT: Texas Tech University's chapter of Sigma Delta Pi, the National Collegiate Hispanic Honor Society, hosts its fifth annual Lubbock Spanish Spelling Bee.

WHEN: 9 a.m., Saturday (Nov. 21)

WHERE: International Cultural Center auditorium, 601 Indiana Ave.

EVENT: Seven schools from Lubbock and Frenship Independent School Districts will participate:

- Harwell Elementary School
- McWhorter Elementary School
- Ramírez Elementary School
- Roscoe Wilson Elementary School
- Atkins Middle School
- Talkington School for Young Women Leaders
- Willow Bend Elementary School

Nancy Parker, the Ramírez Elementary School principal, will be the guest of honor.

Winners will receive cash prizes and a plaque, and all participants will receive certificates.

The Lubbock Spanish Spelling Bee began in 2011 and is open to the Frenship, Lubbock and Lubbock-Cooper school districts. About 300 students participate in the spelling bee every year with about 60 students advancing to the championship round. Sigma Delta Pi hosts the event in collaboration with the American Association of Teachers of Spanish and Portuguese.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Nov. 20, 2015
CONTACT: Cara Vandergriff, cara.vandergriff@ttu.edu
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Texas Tech Libraries' ILL Service Top Performer in Pan Pacific Region

The Interlibrary Loan (ILL) service at Texas Tech ranks
in the top 10 in three of five major markets in Asia.

Texas Tech University Libraries' Interlibrary Loan (ILL) service ranks among the top U.S. libraries that borrow/lend to the five major ILL markets in Asia. Texas Tech ranked in the top 10 in three of the five markets, including New Zealand, Taiwan and Hong Kong.

"We are very proud of this honor, especially since international communication is such a big part of Texas Tech's Quality Enhancement Plan," said Ryan Litsey, associate librarian and head of Document Delivery and ILL at Texas Tech Libraries.

Texas Tech was one of only a few libraries to appear as a top performer in multiple markets in the analyzed Pan Pacific region and was the only Texas library to do so.

Bella Karr Gerlich, dean of the University Libraries, emphasized the importance of supporting research worldwide.

"Access to resources is imperative for success in research and education, and ILL is the key service that enables knowledge connectivity across borders," she said. "Texas Tech Libraries are proud to be leaders in this field."

Texas Tech is the only Greater Western Library Alliance (GWLA) school that exceeds the data metrics of 80 percent with 100 percent of lending loan requests delivered within five days and lending article requests delivered within 72 hours, Litsey said.

For more information, contact libraries.docdel@ttu.edu.

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: Nov. 23, 2015
CONTACT: Heidi Toth, heidi.toth@ttu.edu
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Katz Named a Woman to Watch in Financial Planning by InvestmentNews

Her leadership in financial planning, particularly in helping female clients and other female planners, earned her the recognition.

Deena Katz, an associate professor in the Department of Personal Financial Planning at Texas Tech University, has been named to the InvestmentNews Women to Watch list. She was one of 20 chosen from more than 400 candidates nationwide.

The award recognizes women who have made an impact on the industry through their success, leadership, willingness to share their expertise and contributions to the community.

"I am very honored to receive this award, but I know there are hundreds more women in this profession who deserve recognition as well," Katz said. "Women planners have a huge impact on their clients' lives every single day. I applaud all of us for the work we do."

In their profile, InvestmentNews highlighted how Katz jumped into financial planning in the 1970s focusing on female clients and offering a fee-only service, meaning her income came only from fees, not from the sale of products. This model, which was unheard-of at the time, gave her clients greater trust in her because she wasn't trying to sell them on a particular product.

"Is it really any surprise Deena Katz turned up on our inaugural Women to Watch list?" asked Frederick Gabriel Jr., editor of InvestmentNews. "Deena has been a woman worth watching for a long time. Not only has she had a lasting impact on the industry, but she is a great role model for young women entering the profession. I'm proud that InvestmentNews is able to honor Deena for all she's done, and continues to do, for the financial advice industry."

Katz was named to the Investment Advisor 35 for 35 list in 2015 as well as Accounting Today's Top Ten Names to Know in Financial Planning and Financial Planning Magazine's Most Influential People in the Planning Profession. She and her husband, professor of practice Harold Evensky, co-founded Evensky & Katz Wealth Management, now Evensky & Katz/Foldes Financial Wealth Management in Miami.

She authored "Deena Katz's Complete Guide to Practice Management," "Deena Katz's Tools and Templates for Financial Advisers" and "Deena Katz on Practice Management."

She and Evensky were editors of "Retirement Income Redesigned" and "Investment Think Tank."

Katz will receive the award at the Women to Watch Awards Luncheon and Leadership Workshop on March 16 in New York City.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Nov. 23, 2015
CONTACT: Cara Vandergriff, cara.vandergriff@ttu.edu
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Texas Tech University Libraries Bring Technology Upgrades

The libraries' technology department made a number of upgrades to library computers in response to student issues.

The Texas Tech University Libraries Technology Management and Services Department (LTMS) recently began a series of technological upgrades throughout the library. The goal of these upgrades was to address responsiveness issues received from students regarding computer use. A total of 149 public computers throughout the library were upgraded with the addition of solid-state drives to decrease login time from three minutes to 30 seconds. In addition, 57 new computers with solid-state drives were purchased and installed for public use on the ground floor.

Technology in the GroupWorks area also received a makeover. Six NEC 65-inch display monitors and six Dell Precision T1700s replaced the old equipment at the 65-inch screen stations. In the future, all 13 dual monitor stations will be upgraded with a digital switcher, which will allow the more common HDMI interface.

Dean of Libraries Bella Karr Gerlich said a focus on technology is paramount in creating an environment for student success, so when they received feedback from student users that technology was too slow and unresponsive, she made technology upgrades a priority.

"We believe the library helps to level the academic resource playing field for all students, whatever their major or classification might be," Gerlich said. "It's important to us that all students have the same access to the latest software, millions of e-resources, the high-quality equipment and the state-of-the-art technology the library has to offer."

Anthony Cox, IT support technician, said LTMS has wanted to do this for quite some time, but never had the funding to do such a large overhaul.

"With a combination of Higher Education Assistance Fund (HEAF) funding and university library technology management budget, we were able to do what was best to improve our users' experience," Cox said.

The LTMS department maintains 200 computers, all with the latest Microsoft Office and Adobe software installed, throughout the library for students, faculty and the public. Locations include the ground floor, mezzanine and the Digital Media Studio (DMS) on the second floor. The DMS provides high-tech equipment, including Go-Pro cameras and

microphones, for 48-hour check out. To learn more, go to https://www.youtube.com/watch?v=A_FjSnJiXFQ&feature=youtu.be.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Nov. 24, 2015
CONTACT: George Watson, george.watson@ttu.edu
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Engineering Professor Selected as Fellow of The Optical Society

Jingyu Lin is being recognized for her work in nitride semiconductors that leads to efficient light emitters for novel sensing, display and light applications.

Jingyu Lin, a Horn professor and the Linda F. Whitacre Chair in the Department of Electrical and Computer Engineering at Texas Tech University, was selected as a Fellow of The Optical Society.

The Optical Society (OSA) is the leading association in optics and photonics for professionals in science, engineering and business from across the world. The OSA promotes the exchange of information and interaction between individuals to promote achievement in the science of light.

Lin and her husband, Edward E. Whitacre Chair in Electrical and Computer Engineering and Horn professor Hongxing Jiang, are co-directors of the Texas Tech University Center for Nanophotonics, which conducts research to develop innovative photonic devices and technologies through manipulation of photons and electrons in nano-scale materials. Hongxing Jiang was named an OSA Fellow in 2013.

“My election to the fellowship of OSA means the work conducted in the Nanophotonics Center at Texas Tech University is being recognized by outside professional peers,” Lin said. “I believe things like this will promote a positive culture of striving for recognition through active engagement in scholarly activities.”

Lin joined the Texas Tech faculty in 2008 as the Whitacre Endowed Chair in Electrical and Computer Engineering and was named a Horn professor in 2014. She also was named a fellow by the American Physical Society in 2012.

Her research focuses on photonic materials and devices as well as III-nitride material and device technologies, including semiconductors, photodetectors and injection lasers. In her time at Texas Tech she has secured approximately $10 million in federal funding for research into wide bandgap semiconductors and associated photonic devices.

She also is the co-founder and owner of III-N Technology and AC-LED Lighting, which develops proprietary photonic devices for advanced lighting and compact displays.

“Dr. Lin is a respected, internationally known expert in electronic materials and optics,” said Al Sacco, dean of the Whitacre College of Engineering. “This recognition by her peers is well deserved, and we at Texas Tech could not be more pleased.”

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Nov. 25, 2015
CONTACT: George Watson, george.watson@ttu.edu
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Texas Tech Law School Professor Inducted into Estate Planning Hall of Fame®

Gerry W. Beyer was awarded the Accredited Estate Planner Designation for 2015.

Gerry W. Beyer, the Preston E. Smith regents professor in the Texas Tech University School of Law, was awarded the Accredited Estate Planner Distinguished Designation for 2015 this weekend at the National Association of Estate Planners & Councils (NAEPC) annual conference.

By receiving the award, Beyer earns automatic induction into the Estate Planning Hall of Fame®.

"It is a genuine honor to join the ranks of the distinguished members of the NAEPC Estate Planning Hall of Fame," Beyer said. "I am looking forward to working with my colleagues to enhance estate planning services for everyone."

Beyer was one of five estate planners to receive the award this year. The annual award recognizes lifetime achievement and outstanding contributions to the estate planning profession within the disciplines of accounting, insurance and financial planning, legal services, trust services and academia.

"We are honored to elect professor Beyer as a member of the Estate Planning Hall of Fame Class of 2015," said NAEPC president Jordon N. Rosen. "Each member has excelled in not only his own professional discipline, but also is recognized as an elite estate planning professional by other members encompassing all areas of the estate planning community. In addition to their own practice expertise, these honorees share their knowledge with others nationally, through their writings in professional publications and speaking engagements. We are all grateful for the exemplary leadership they have exhibited throughout their careers."

Beyer joined the Texas Tech Law School staff in 2005 and is a nationally recognized expert in estate planning and highly sought-after lecturer and presents numerous continuing legal education (CLE) seminars at the local and state bar levels.

Beyer's Wills, Trusts and Estates Prof Blog is the No. 1-ranked estate planning blog in the U.S. and the 21st most popular legal blog in the nation. For five straight years it has been ranked in the American Bar Association (ABA) Journal's Blawg 100 for best legal blogs selected by the ABA Journal's editors.

He serves as editor-in-chief of The Real Estate, Probate and Trust Law Reporter hosted by The State Bar of Texas and is director of the South Plains Trust & Estate Council. He is a member of the American Law Institute and an academic fellow of the American College of Trust and Estate Counsel, the American Bar Foundation, the Texas Bar Foundation and the College of the State Bar of Texas.

“Gerry Beyer is a creative thinker in the area of estate planning,” School of Law Dean Darby Dickerson said. “He also is tireless — forever speaking at CLEs, teaching classes and writing and updating publications. I can think of no one more deserving of this honor.”

NAEPC is a nationwide organization of estate planners and local estate planning councils dedicated to maintaining the highest professional and educational standards through promotion of the quality services provided by professionals.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE
DATE: Nov. 30, 2015
CONTACT: James Hodgins, james.hodgins@ttu.edu
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Celebrate the Music of the Season with 2015 Carol Concert

The Texas Tech School of Music hosts an annual holiday favorite.

WHAT: The Texas Tech University School of Music presents the 2015 Carol Concert, featuring favorite and traditional Christmas carols sung by the combined university choirs and West Texas Children's Chorus. This nonstop concert also will include several sing-alongs as well as the music of Monteverdi, Charpentier, Orban and Esenvalds.

Conductors for the concert are Richard Bjella (University Choir), Carolyn Cruse (Women's Chorale), Ryan Person (Matador Singers), Ryan Sullivan (University Singers) and several graduate conductors. Also featured is organist Mark Charney.

Ticket prices are $14 for reserved seating, $11 for preferred general admission and $8 for general admission. Texas Tech students get one free ticket with a student ID. Tickets can be purchased at music.ttu.edu or at the event.

WHEN: 8 p.m. Tuesday (Dec. 1)

WHERE: Hemmle Recital Hall, Texas Tech School of Music

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE
DATE: Nov. 30, 2015
CONTACT: Chris Cook, chris.cook@ttu.edu
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Goebel Named Rawls College of Business Interim Dean

Goebel, a professor of finance, is the associate dean of undergraduate programs.

Paul R. Goebel, associate dean of undergraduate programs and the James E. and Elizabeth F. Sowell Professor of Finance, has been named interim dean of the Jerry S. Rawls College of Business Administration, effective Jan. 1.

Goebel, who replaces Lance Nail, will fill the dean's role until the process to hire a permanent replacement is completed. The search committee will be named in December with the national search to commence in January.

As associate dean for undergraduate programs, Goebel oversees student recruitment, retention, and advising, while representing the college on the Academic Council. Goebel is a former chairman of the Lubbock Planning and Zoning Commission, a former chairman of the Board of Directors for the Texas Tech Federal Credit Union and currently serves as a member of the Lubbock Zoning Board of Adjustment, as the vice chairman of the Board of Trustees for the Episcopal Diocese of Northwest Texas and as a member of the Board of Directors of Scenic Texas.

"Dr. Goebel has a long history of commitment to the Rawls College of Business and continues to provide progressive leadership," said Lawrence Schovanec, Texas Tech provost. "He is widely respected throughout the college. I am confident that under his leadership, important and successful initiatives will continue to be supported and the excellent progress of the college will be maintained."

Since joining the faculty in 1980, Goebel has been recognized on two occasions as the Texas Tech Finance Association Professor of the Year and as the Area of Finance Research Award Nominee.

Goebel is a member of the Texas Tech Teaching Academy and has taught real estate finance, investments and appraisal. He has been involved in real estate development, valuation, brokerage and mortgage lending as a licensed Texas real estate broker since 1984.

After attending Michigan State University for two years, Goebel served in the United States Army, then completed his undergraduate degree in business at Augusta State University. Goebel earned an MBA and doctorate in real estate and urban economics from

the University of Georgia. He has published his research in numerous academic journals and is the co-author of three books on mortgage finance.

“I’m excited for the opportunity to work with the outstanding faculty, staff and alumni of the Rawls College of Business as we continue to strive for national prominence in our graduate and undergraduate programs,” Goebel said. “We will maintain the programs put into place by Dean Nail as we continue our pursuit of excellence.”

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE
DATE: Nov. 30, 2015
CONTACT: Emily Gardner, emily.e.gardner@ttu.edu
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Marine Veteran Walking 5,000 Miles Across U.S. Coming to Texas Tech
Ryan Weldon will speak to raise awareness about
Post Traumatic Stress Disorder (PTSD).

WHAT: Texas Tech University Military and Veteran Programs hosts guest speaker Ryan Weldon.

WHEN: 3-4 p.m. Tuesday (Dec. 1)

WHERE: Student Union Building, main lobby

WHO: Ryan Weldon is a U.S. Marine veteran who is walking 5,000 miles across the United States to raise awareness about PTSD. He will speak about the challenges faced by veterans with PTSD. "I'm trying to save lives by getting the word out about it," Weldon said.

Weldon's walk began on Feb. 14 in Dover, Delaware, and is called "5,000 Miles Discovering America's Heroes." His walk will end in San Francisco, California, in 2016. Currently, Weldon has walked about 3,000 miles.

All faculty, staff and students can attend his talk and refreshments will be served.

For more information about Weldon or his walk, visit the "5,000 Miles Discovering America's Heroes" Facebook page.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE
DATE: Nov. 30, 2015
CONTACT: K'Leigh Sims, kleigh.sims@ttu.edu
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Texas Tech to 'Tech the Halls' Tuesday for 57th Annual Carol of Lights®

The ceremony will begin at 6:30 p.m. with a Carillon concert.

WHAT: 57th Annual Carol of Lights® "Tech the Halls"

WHEN: 6:30 p.m. Tuesday (Dec. 1)

WHERE: Memorial Circle and Science Quadrangle, Texas Tech University

EVENT: Texas Tech University's Residence Halls Association will host the 57th Annual Carol of Lights "Tech the Halls" with a carillon concert; a torch light processional led by Raider Red, the Masked Rider and the Saddle Tramps; holiday music performed by the Texas Tech Trombone Choir and the annual lighting ceremony of the Texas Tech campus.

Thirteen buildings on campus will be lit around Memorial Circle with LED lights, the Engineering Key and Texas Tech's Broadway entrance. The buildings will be turned on daily from 6:30 p.m. to midnight Wednesday (Dec. 2) through Jan. 1.

After the ceremony the School of Music will present its Carol Concert at 8 p.m. in the Hemmle Recital Hall in the Music Building where the combined university choirs and West Texas Children's Chorus will sing traditional Christmas carols.

Those who cannot attend the annual event can listen to the live broadcast on KTXT 88.1 FM or www.kttz.org or can watch it on the Texas Tech livestream and locally by Texas Tech Public Media on PBS.

The Texas Tech Police Department will close off vehicle access to Memorial Circle and Texas Tech's Broadway entrance for the ceremony beginning at 5:30 p.m.

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TABLE OF CONTENTS

Web Stories and Features

2015

November

Title	Writer
Are Two Heads Really Better Than One?	George Watson
Burkhart Students Find Home In Unique Theatre Company	Heidi Toth
Dangerously Hot Playground Temperatures Explored by Texas Tech Researcher	George Watson
Feminist Family Researcher Examines Sense of Feminist Fraudulence in Her Work	Heidi Toth
For Statistics Guru, Good Data Are "A Matter of Social Justice"	Heidi Toth
Fulbright Scholar Plans to Give Back After Completing Degree	Emily Gardner
Fulbright Scholar's Passion for People Brings Her from Colombia to Lubbock	Cara Vandergriff
Margarette Harden Remembered by Human Sciences	Emily Gardner
Research Shows Marital Status Affects Women's Financial Awareness	Heidi Toth
Ten Reasons to be Thankful You're a Red Raider	Cara Vandergriff
Texas Tech Alumnus Teams Up With Houston's Millionaire Matchmaker	Cara Vandergriff
Texas Tech Students, Staff Discuss One Love Initiative	Emily Gardner

TEXAS TECH UNIVERSITY

Web Only

Are Two Heads Really Better Than One?

Texas Tech professor Miguel Aguirre-Urreta and his colleagues investigated the advantages and perceptions of pair programming from the programmer's standpoint.

By George Watson

It seems like a simple premise – two people on one project can do the job faster and easier and generate a better product.

So why, in computer programming, is there still a significant resistance to sharing the work or at least having someone on the project who can check the work being done to ensure it is of the highest quality? That was the idea behind the research in a paper recently published by a Texas Tech University professor in the Rawls College of Business.

Miguel Aguirre-Urreta, an assistant professor in the Area of Information Systems and Quantitative Sciences (ISQS), along with colleagues from Washburn University in Kansas and Florida International University, researched the area of pair programming and why some programmers like it, some don't, what makes a good programming pair and at what point programmers come on board with the idea.

The findings of their paper, "Effectiveness of Pair Programming Perceptions of Software Professionals," has been accepted for publication in an upcoming edition of IEEE Software magazine.

"The thought has been that pair programming has a lot of purported advantages in terms of speed, quality and whatnot," Aguirre-Urreta said. "But we haven't seen as much of an uptake as you would expect from something that has those advantages. We wanted to see if we could understand the reasons who or which kind of project pair programming is a good idea and for which project it is wasted on, what are the perceptions people who have done this for a living have on pair programming and when it should be used."

When it comes to programming, or writing code for programs, Aguirre-Urreta's research seems to show two heads could indeed be better than one. But the success of having two programmers, called pair programming, also depends on the complexity of the project and the composition of the programming pair involved.

In instances where pair programming is used, Aguirre-Urreta's research shows programmers have a more favorable view of the technique than those who have not participated in pair programming. It also shows once a programmer is involved with pair programming, his view toward the technique is more favorable than before.

"Part of the culture and the kind of work environment is it tends to be more competitive in terms of producing quality code," Aguirre-Urreta said. "Working by yourself is part of the

culture. The thing we did talk about in the research and found interesting is people who haven't tried pair programming have a very negative view of it and people who have tried it and done it for a few years have a much better perception of its benefits."

Factors of success

Aguirre-Urreta said several factors are involved in determining whether or not pair programming is right for a project and what constitutes a good pairing of programmers.

Complexity of the project seems to be the first determining factor, Aguirre-Urreta said. If it is a simple project that doesn't require much time to complete, then a single programmer is likely the best solution. However, if it is a longer term project requiring a great deal or different types of code, pair programming seems to work well.

"The main advantage to pair programming would be having two people work together on the problem where you get more of a discussion between two people," Aguirre-Urreta said. "You get a better exchange of ideas. It's not a scenario where one person has a certain way of doing things or a certain approach to the problem that they can't break away from because they have someone else working with them."

In a typical pair programming situation, Aguirre-Urreta said the pair works by having one person write the code and the second person checks the quality of the code to see if it could be done better. Eventually, the roles will switch so neither programmer gets burned out doing the same thing for the length of the project.

"Presumably, the quality of the product is going to be much better," Aguirre-Urreta said. "The person doing it by himself is going to find the mistakes at some point but usually it's after someone complains to them that it's not going to work. With pair programming, you should have a better quality product, fewer bugs, a better exchange of ideas and also a knowledge sharing and trading aspect."

Pair programming, however, isn't always the best solution. For one, if the project is a small one, it would be difficult to justify having two people, and thus two salaries, working for its solution unless two people can produce quality code at a much quicker rate. Also, pairing two people means one person may have to explain his coding or work methods to the other frequently, which results in a lengthier period to produce the code.

Aguirre-Urreta said the question is whether that outweighs the factor of working alone and having no one checking the work being done, or if the lone programmer gets stuck on something and has no one there with whom to brainstorm or troubleshoot.

Then there's the factor of the actual makeup of the programming pair. It all depends on the type of project, but Aguirre-Urreta said the research found that for projects in which pair programming is used as a training tool, having one programmer with a good amount of experience and another who is relatively new often produces the best results. Often pairing two senior programmers or two junior programmers doesn't produce the same results or quality code.

"If the goal is to produce good, nice working software but also train junior programmers and help develop programmers, pairing them with a senior programmer seems to work

well," Aguirre-Urreta said. "Again, it depends on the project. There are some combinations that seem to just work better than others."

Push for pair programming

Despite the purported advantages to pair programming, Aguirre-Urreta said it has been difficult to get the idea to take hold fully with the programming community.

With every new idea, technique or development, Aguirre-Urreta said there are those who are really willing to try it because they have been beaten down by the previous way of doing things. But once all the enthusiasts are immersed in the new technique, adoption of that new technique slows down, or plateaus.

Much the same can be said for pair programming. Those programmers who have embraced the idea and used it have a much more favorable view of pair programming than those who have resisted its use. It could be a matter of viewing pair programming as positive, but the way they achieve success now has worked well and there's no need to change it.

Eventually, however, Aguirre-Urreta's research discovered once programmers give pair programming a try and use it over a period of time, they eventually come around to its advantages.

"We don't know if it's six months of doing it or a whole year, or it could be three weeks," Aguirre-Urreta said. "We don't know where that click happens and the perception shifts, but we can tell and compare with people who have a fair amount of experience with pair programming to people who haven't done it, there are some marked differences in everything, from benefits to downsizing, cost, all those perceptions."

Once that happens, Aguirre-Urreta said, the change in perception comes quickly.

"We think it's actually the act of just doing it, being there and experiencing working with the other person," Aguirre-Urreta said. "They see that, indeed, their fears that it will take forever to get done are not really realized. They see the quality of the code is indeed better and there is a huge time-saver. Fixing code is very expensive compared to producing quality code from the get-go."

Aguirre-Urreta is hopeful this paper and its appearance in the IEEE Magazine will encourage programmers who have been reluctant to use pair programming to give it a second chance, seeing how popular it is with those who were reluctant to it at one time.

He also would like to further the research by investigating which pairs work best together. He said he and his colleagues have good models in place but haven't always had the best data until now, so he would like to plug that data into the models to see which pairings produce the best increase in productivity.

"The work we're doing now is using those same simulation models, but with the data we have now we feel is more realistic, we'll see what we get out of it," Aguirre-Urreta said.

“We have data from different groups and we know how much they agree or disagree, so we can plug that into the models and get results that have some validity based on the data from professionals.

“This research should help motivate someone to say, ‘if all the people who are like me and do the same work I do think it’s a good idea, maybe I should try it and I don’t know what I’m missing.’”

TEXAS TECH UNIVERSITY

Web Only

Burkhart Students Find Home In Unique Theatre Company

The BurkTech Players includes students from the School of Theatre & Dance and students who are on the autism spectrum to create high-quality performing arts.

By Heidi Toth

David Siegel leans back in his chair, feet on the table. Dark sunglasses hide his eyes.

Sam Shreffler runs in, sidestepping a small table before slamming his hands on the table in front of Siegel.

“Al!”

Siegel sits up, though his feet remain on the table, as Shreffler sits down, looking agitated.

“I don’t get it, Al,” he said. “I don’t understand it.”

Shreffler launches into a story about aspirin and the New York Daily News and pastrami. He gets more emotional as he talks. Siegel stays cool. Trevor Wise, a master’s student from the School of Theatre & Dance at Texas Tech University, watches from the front row of the theatre, while Amanda Varcelotti, another master’s student who plays a put-upon waitress in the play, laughs from stage left as she waits for her next line.

All four are members of an unusual theatre company at Texas Tech. Last year, as part of their community theatre course, a number of students worked with young adults on the autism spectrum and were students in the Transition Academy at the Burkhart Center for Autism Education & Research. They rehearsed and performed together, and at the end of the semester, half a dozen students from theatre and dance and Burkhart wanted to keep going.

“They came to us and said, ‘We are not done,’” said Wes Dotson, co-director of the Burkhart Center. “‘We think this can grow. We think it can survive.’”

Dotson and Mark Charney, the director of the School of Theatre & Dance, agreed, and the BurkTech Players were born. On Monday the group will put on its third production, a collection of three plays from playwrights David Lindsay-Abaire, John Patrick Shanley and David Ives. This is the first time the group has used established scripts and had the actors memorize lines.

“The theatre department was wonderful about trying to structure the class to meet the students with autism where they are,” Dotson said. “They understand the core deficits and struggles someone with autism can have and created a structure and activity to help them overcome that.”

Getting started

Clay Martin, a graduate student in fine arts, came to Texas Tech in part to create this partnership with the Burkhart Center. During his stage career in New York he learned of a woman with autism who, thanks to her brother's connections in show business, found her voice in music and theatre.

When he enrolled in the required theatre and dance in the community class taught by Charney and Linda Donahue, he, Wise and William Sinclair, also a graduate student, walked across the street to the Burkhart Center and explained their vision. Dotson jumped at the opportunity. He thought such a venture would be good because of one man – Sam Shreffler.

Shreffler was not afraid of the stage anymore, as people with autism tend to be. He used to get stage fright, but he loved dancing so much he overcame it so he could dance in the Burkhart's annual talent show. One day he showed up on a bigger stage.

"My daughter called one night and said, 'Turn on the TV! One of your students is on 'So You Think You Can Dance,'" remembered Janice Magness, co-director of the Burkhart Center. There was Shreffler, talking about autism and the center before breaking out into dance. He earned a standing ovation that night, and although he didn't go to Las Vegas, he came back to Lubbock with wildly improved self-confidence.

"It goes back to Sam and seeing what that performance did for him, seeing that our students have amazing ideas and just as much of a desire to connect and be part of the community as anyone else, and they often struggle," Dotson said. "This gives them a way to do that."

Shreffler also gave Martin a boost of confidence. He wasn't sure how to incorporate dance into the performances or even if the students were interested in theatrical arts. He watched Shreffler not only dance but also explain to the TV judges what autism is, how it affects him and why he loves dancing.

"I really felt that acting just part of my blood, part of my nature, you would say," Shreffler said.

He is now the artistic director for this show, and Shreffler isn't the only one. Athos Colon, who graduated from the Burkhart Center recently, participated in Moonlight Musicals and Lubbock Community Theatre before the BurkTech Players. Siegel is a senior at Texas Tech and part of Project CASE, a program to put students with autism spectrum disorder (ASD) into mainstream university classes and provide resources and support to help them succeed. When he's not in class he prepares monologues and songs for auditions.

"I took a few theatre classes and decided I'd like to be an actor," Siegel said.

Other students at the Burkhart Center, like Katie Raney, Allison German and Morgan Brundrett, are participating in other BurkTech projects. Raney is the co-director of one of the short plays. Each woman said she wanted to give theatre a try, though all have some stage experience already as participants in the Burkhart Center's annual talent show.

"I've had so much fun with Clay and all of them," German said.

Theatre without qualifiers

Martin wants audience members to know the performance on Monday will not be good considering it has a cast with additional challenges. No, he says confidently, it will be good, no asterisk needed.

"I don't think it's something you come see to see how this student's been helped," Martin said. "It's to see the absolute professionalism and quality of their performance. It's entertaining."

That was the same experience Dotson wanted the theatre classes to be for his students. Too often teachers of students with autism lead the classes on theatre, music and art. The students are just reading plays, not digging into intricacies of taking on a character.

"When I, as an autism specialist, lead the theatre class, they're still in an autism setting. They're still in a somewhat therapeutic setting," he said. "We want the people partaking to feel like they're getting an authentic experience of working with actual theatre performers and dancers and set designers, to actually see what it means to do theatre and to have the opportunity to experience the performance at a real level."

They're now providing that opportunity even earlier for children with ASD. Although the BurkTech Players are no longer part of the community theatre and dance class, those classes are still happening. Instead of working with the young adults already there, the classes, led by graduate and undergraduate students, focus on elementary, middle and high school students. Dotson said both the children and their families love the classes, which provide a place for children to be themselves, even if that means the occasional outburst.

The classes have a side benefit: although they are intended only to teach theatre and dance, many of the participants get therapeutic benefits. One boy who almost never spoke said "goodbye" to his teachers on the way out of a recent class. Children who struggle with body awareness learned to mirror another person's movements.

Additionally, theatre provides a predictable place for the students to interact. Many people with ASD don't like conversations because they don't know what to say or what the person will say next. Theatre, though, is scripted. The students know what's coming. They know what they're supposed to do next. They're far more comfortable in such a setting.

"What I see, as someone who works on social skills for a living, is they will try things in theatre class that's really hard to get them to do otherwise," Dotson said.

Long-term projects

The BurkTech Players will work on another production when school starts again in January, but they have a long-term project in the works as well. That will be a

performance, though neither Martin nor Schreffler know just what that performance will look like or when it will be ready for the stage.

What they have so far is a collection of interviews from students about their lives on the autism spectrum. They've asked about social alienation, multitasking and their dreams for the future.

German and Brundrett are part of that project. They're both looking forward to seeing their performance come to life. Part of the excitement is seeing someone like them on stage. Part of it is allowing other people to see someone like them on a stage and getting a better idea of what life with autism really is – the good, the bad and the ugly.

"I'm excited about seeing bits of myself being put into a play," Brundrett said.

"Yeah, that's what I'm excited about too," German responded.

"It's showing despite us having a disorder, we're all human. We all have flaws," Brundrett continued. "There's no such thing as normal, as people would say. I hate it when society says there's the normal people and then there's the abnormal people, and they clarify the abnormal people as people with disabilities, ones who can't walk, ones who are blind, ones who can't hear, ones who have intellectual disabilities or what we have, autism.

"I'm excited for this, just so people can see that despite being different, we're all human."

"Yeah, we all are," German echoed.

That is exactly the message the BurkTech Players want to send.

"We stopped focusing on what it's like to have autism and what it's like to be human and the different challenges we all face," Martin said.

For Dotson, he loves the performances and seeing his students past, present and in some cases future excel. Mostly, though, he loves what the BurkTech Players means to these young adults, many of whom feel like they've never fit in anywhere before.

"When they come to our Transition Academy, our goal is to help them have a life," Dotson said. "We want them to graduate not just with a job, not just with the ability to shave and shower and cook a meal, but to actually have a quality of life – to know what their hobbies are, to have connections in the community, to have people they hang out with and things to do when they hang out. The BurkTech Players is giving some of our graduates exactly that. It's a community to belong to."

The theatre company will perform its end-of-semester show at 8 p.m. Monday (Nov. 23) in the lab theatre at Texas Tech. It is open to the public, and admission is free, though the theatre only has about 100 seats. The selected plays have some adult content and are not recommended for young children.

TEXAS TECH UNIVERSITY

Web Only

Dangerously Hot Playground Temperatures Explored by Texas Tech Researcher

Jennifer Vanos with the Climate Science Center led the team that found very hot temperatures on playgrounds.

By George Watson

Safety in playgrounds has improved substantially since many of us were children. But one area goes largely unaddressed, and it may be the most obvious.

The sun.

Especially in the South and Southwest, where 90- and 100-degree air temperatures are the norm for several months of the year, unshaded playground equipment can reach temperatures that can cause burns to children. Yet according to one Texas Tech University atmospheric science researcher, minimal rules exist in the governing body's guidelines to mitigate this.

That's why a pilot study and paper published this week could be the first step toward improving safety at playgrounds across the country with a simple, obvious solution – providing a little shade. This study is from Jennifer Vanos, an assistant professor in the atmospheric science group in the Department of Geosciences and a faculty associate with the Texas Tech Climate Science Center, and her colleagues at Arizona State University.

"We need to provide comfortable spaces, especially in urban areas so kids can go out and play," said Vanos, whose area of specialty is the impact of weather and climate on humans. "During the summer, those spaces often aren't available. But we were able to show that even on extremely hot days, a park that had a shade sail was safe to play in in terms of heat exposure and burning potential."

Vanos, along with professors Ariane Middell and Benjamin Ruddell at Arizona State, studied a playground in Gilbert, Arizona, a suburb of Phoenix, that had areas of sun where surface temperatures reached near-boiling point levels but where shade made a significant difference.

The study showed even a little shade on the equipment, whether by an artificial shade sail or by natural means such as trees, had a huge impact on the safety and comfort of not only the playground equipment but also the natural and artificial surfaces on which the playgrounds were constructed.

"This is all probably common sense to a lot of people," Vanos said. "Essentially we're showing by just providing the mechanism of shade in the playground it brought temperatures into safe values so kids could actually play. In hotter temperatures they're not going to play and have a high likelihood of burning their skin."

Collecting data
Temperatures were taken from two different sources. The first involved an airplane flying over the playground using remote sensing equipment to take readings at both the neighborhood and microscale resolutions to provide a thermal infrared spectrum. The second involved researchers traveling the neighborhood on a golf cart with a full suite of meteorological instruments and using a hand-held infrared thermometer to measure surface temperatures up close, or *in situ*.

The *in situ* readings were necessary because the airborne data sensing equipment is only able to measure the temperatures of things it can see from the air with coarse resolution. Aircraft readings were unavailable for items that might have been hidden under shade, whether it was natural or artificial.

“We got all the temperatures, the slide, the handle bars, different playsets, all the various surfaces, and tried to get them in the sun and in different types of shade to see what the influence of shade was,” Vanos said. “Then we related it to the type of shade, how much of the sky is viewed by the surface, how much energy from the sun is hitting the surface, and the material and type of equipment. What you expect is, in any shade situation, the surface temperature will be equal to the air temperature in most situations. We used that as a reference point to see how far away from the air temperatures objects were.”

What Vanos and her colleagues found was striking. For example, the rubber surface on which the playground was constructed, which was soft to cushion falls and colored green and black, was recorded at 87.2 degrees Celsius in the sun at noon, less than 13 degrees from the boiling point of water. In the shade of a tree however, that same surface was recorded at 42.2 C, and under the shade sail was measured at 46.7 C, both much closer to the air temperature of 41.6 C.

In terms of equipment, a green, molded plastic slide with a high density polyethylene coating was measured at 71.7 C in the sun and 43.9 C under the tree shade. A beige-colored slide of the same material and coating was measured at 63.9 C in the sun and 40.6 C under the shade tree.

For a point of reference, the burn threshold for the material of which the slide is made is one minute at 60 C, five seconds at 74 C and just three seconds at 77 C, meaning a child’s skin does not have to contact the surface for very long in the sun to be burned.

“There are so many reports you can find of kids burning themselves on playgrounds that are just too hot, yet there is little in the way of guidelines from the National Program for Playground Safety (NPPS),” Vanos said. “But this paper is showing there is a good solution.”

Implementing the solution
The solution sounds so simple – shade. Whether it’s from natural sources such as trees or construction shade sails over playground equipment, such as there are in Phoenix, doing so can dramatically improve the safety of playgrounds and reduce the burning potential for children.

Yet there are minimal guidelines for parks and recreation directors to follow on this issue. Vanos, became a Certified Playground Inspector with the NPPS over the summer to understand how inspectors were trained on safety issues and whether there was information in training literature about surface temperatures and materials when it comes to shade. There was not.

“There are dangers in a playground that are more important than just burning hands and feet and all that, but heat stress is a big issue, too,” Vanos said. “Kids are so much more vulnerable than adults for burning and overheating, and understanding heat stress is a big issue. Kids get overlooked a lot in that sense.”

This is where Vanos’ work in climate change comes into effect. With the continued warming of the planet, temperatures are only going to rise, making playgrounds hotter and the need for shade greater.

“Urban climates also warm with growing urban areas due to the urban heat island effect. That’s cumulative with the increasing temperature due to climate change,” Vanos said. “We need to be able to make sure kids can still play and not be stuck inside all the time, especially in warmer climates, because we know it happens. Providing shade is something Lubbock could easily do. We’ve started this pilot study in Phoenix because that’s the hottest city in the U.S., but we want to expand it to other cities and climate zones.”

This study is one of the first done on the subject, so little information exists on playground surface temperatures. Vanos is hopeful this study begins the discussion to add heat stress and temperature-related guidelines to construction standards for current and future playgrounds.

Not all playgrounds will need year-round shade as the one in Gilbert, however. In Lubbock, Vanos said, shade would be necessary for many months, but the temperature variation of the South Plains would necessitate any artificial shade be removable to allow sunshine to blanket the playground during the cold or winter months.

Deciduous trees can provide shade in the summer and shed their leaves in the winter, providing the same effect. However, permanent artificial shade makes more sense in Phoenix, with deciduous trees for places that get cold in the winter, such as Chicago or New York.

Vanos and her fellow researchers also would like to expand the study in order to develop an algorithm using satellite imagery to predict what the temperature of playground surfaces or equipment will be at certain times of day in various climates in order to increase safety measures and awareness.

Above all else, with the concern about childhood obesity in the country, the objective is to make playgrounds as safe as possible so children will utilize them more to exercise not only their bodies but their minds as well.

“Playgrounds are one of the only places kids get a chance to be creative and play and be kids,” Vanos said. “To be able to freelance and play and be creative, it’s a really important aspect of kids’ lives. We need to make sure we provide a good environment process for that.”

TEXAS TECH UNIVERSITY

Web Only

Feminist Family Researcher Examines Sense of Feminist Fraudulence in Her Work

Elizabeth Sharp recently published a paper that cast a critical eye on her research to see if it met the ideals for feminist research.

By Heidi Toth

A Texas Tech University professor garnered national attention in her field when she openly questioned whether she was a bad or imperfect feminist. She unveiled complex challenges of conducting feminist research within the backdrop of post-feminist, neoliberal sensibilities.

Elizabeth Sharp, an associate professor in the Department of Human Development and Family Studies, recently published a paper, "Feeling Like Feminist Frauds," in the Journal of Family Theory & Review in which she and another colleague foregrounded their feelings about feminist frauds. It wasn't to point fingers or condemn themselves, Sharp said. Rather, two feminist-identified researchers wanted to expose the untenable conditions under which feminist scholars work and how such conditions may hinder feminist scholars in their pursuit of "authentic" feminist work.

"That paper is a result of us looking at our projects and wanting to share with other scholars some of our missteps, our questions and then the way we resolved them," she said.

The paper, which Sharp knew would be provocative when she and Shannon Weaver, an associate professor at the University of Connecticut, published it, inspired debate among other feminist family researchers about what feminist scholarship should look like and how to produce studies that live up to the high standards of feminist principles.

It also was one of the factors that led to Sharp's selection for the Alexis J. Walker Award for Mid-Career Achievement in Feminist Family Studies from the Feminism and Family Studies Section of the National Council on Family Relations. She will be recognized at the section's annual conference in Vancouver, Canada, on Thursday (Nov. 12).

"Dr. Sharp exemplifies the high ideals inherent in feminist scholarship in all areas of her work – research, teaching and service," Weaver said. "Her recent projects melding social science with the humanities are cutting edge, and she has reached a wider audience outside of academia. Her research has received national and international attention by both scholars and popular media."

'Bad' feminist?

As a feminist researcher, Sharp is held to multiple standards: the mainstream academic standard for quality of research and feminist standards, which extend beyond the

requirements of mainstream research ideals. She's always tried to use feminist practices in her research but encountered many dilemmas in doing so.

While working on the manuscript with Weaver, Sharp came across "Bad Feminist," a collection of essays by Roxane Gay. Gay tapped into the similar sentiment of high standards of feminism in one's daily life. Sharp indicated Gay, in the end, is a great feminist, especially because she asked the difficult questions of herself and her relationship to feminism.

In her manuscript, Sharp recalled a project in which she conducted focus groups with women who had recently been married. She wanted their experiences as a bride and new wife. The atmosphere quickly became competitive, with women talking about their "perfect" wedding and husband, shutting down women who attempted to share less than positive experiences.

Sharp, wanting to protect participants and her feminist ideals, terminated the focus group and conducted private interviews instead. When her paper came up for review, however, two reviewers took her to task, arguing this decision altered her project in ways she hadn't considered.

"Part of what makes feminism complicated is that the ethical standards are high, extending beyond the standard guidelines and principles of mainstream research," Sharp and Weaver wrote. "Feminist ethical principles are so great that it may be impossible for scholars to fully adhere to feminist principles in conducting studies. There is considerable danger in having such high standards – because of the ethical promises feminists make, they have further to fall."

She talks about a post-feminist world where both genders are equal, which remains a figment of imagination. She pointed to a study in which science professors are given resumes of a potential graduate student and asked to evaluate the student's competency, whether they would hire and mentor the student and how much they would pay the student. Two resumes were sent out, identical except in one way: the first had John at the top, the second Jennifer.

The results showed professors of both genders were more likely to find John competent, more likely to hire him, more likely to be his mentor and were willing to pay him more than Jennifer.

"It just maps onto all these implicit biases," Sharp said. "Men and women hold these biases. It's not just the male employers."

They also took on neoliberalism, a point of view too often associated with feminist activity. Neoliberalism, based on capitalist market principles, encourages people to take care of themselves and not worry about anyone else, which sacrifices moving ahead for all to moving ahead for the one.

"I think that really interferes with a feminist sensibility, which is about the larger justice," Sharp said. "If you're just looking at yourself and you're OK, and you are not doing anything to help anyone else, that is problematic from a feminist lens."

Emotional mapping

Although her topics for research vary along the spectrum of feminism, Sharp's current project is a little different. She's looking at emotional mapping. This literally requires a map – in this case, a map of the Texas Tech campus. She wanted to know what emotions women felt at various points on campus.

To that end, she met with first-year female students, gave them a map, asked them to circle places they frequented and put an emoticon sticker showing how they felt in that place. Answers varied; for some the gym induced guilt, for others it was happiness. Residence halls, classrooms, the library and Student Union Building all evoked different emotions from the 30 women.

Patterns emerged, Sharp said; there are certain places in the library only fraternity and sorority members go, and some women said they never walk through the SUB at certain times of day because there are people using the anonymous social media app Yik Yak to comment on women's bodies.

From there, Sharp's graduate student did walking interviews with selected women, taking each to these emotion-causing places and asking deeper questions as they walked. This an emerging form of qualitative data collection, which she has discussed with other researchers in a recent national webinar.

All of Sharp's research ties into her overall feminist family ideals aimed at empowering women. She's not calling anyone a bad feminist, she's quick to clarify, not even herself. She wants her research to question the power structures and encourage others to question, as she did when she was a first-year college student and had a feminist male graduate student teaching her English class. Question everything, he told them. Nothing is too sacred to question.

"He used to tell us, 'Becoming conscious sucks. It's hard,'" Sharp said. "You have to do it if you want the world to be better, for some of this stuff to change. But the process is really difficult."

Web Only

For Statistics Guru, Correct Data 'A Matter of Social Justice'

Quantitative specialist Todd Little is director of IMMAP, an innovative statistical analysis center he pioneered at Texas Tech.

By Heidi Toth

This fiscal year Todd Little, founding director of the Institute for Measurement, Methodology, Analysis & Policy (IMMAP) at Texas Tech University, is on pace to meet his five-year revenue goal of $1 million in extramural funding.

IMMAP opened less than two years ago, putting Little and his team of faculty, staff and students just a bit ahead of schedule.

The institute, part of the College of Education, runs advanced statistical analyses on research projects from researchers and organizations throughout the country. That is only a small part of its mission, though. IMMAP and its director, who is an internationally known quantitative specialist, are on a mission for social justice through accurate methodology and statistics. To get there, the team is inventing new statistical methods, finding new clients from around the world and training a new generation of specialists to perform the most advanced statistical methods available while breaking ground for more advancement.

"Doing methods right is a matter of social justice," Little said. "If we don't do it right, that means the results will be biased and policymakers and practitioners are going to be making decisions based on ill-advised applications of research methods. If we do it right, they're going to have the best information.

"This is a decision science. If you're going to be making decisions based on data, you need to make sure the data are presented in their best possible form."

Starting IMMAP

Little's doctorate is in developmental psychology, but most of his career has been spent on the data analysis side of research. He realized in graduate school the importance of producing good, unsullied analytics – but using only the most commonly accepted statistical techniques didn't work for every data set. That approach, however, is what many researchers did then and still do. They learn a few techniques in graduate school and shoehorn their data into one of those techniques, even though it's two decades later and technology has advanced to the point the once-imagined techniques are now viable.

Little embraced new techniques, developing some and perfecting others, and over time he made a name for himself as the specialist to call for statistics and methodology questions. For years, his colleagues would invite him to be the methodologist in their grant proposals; he could help design and execute the study so as to reduce statistical errors. The relationship worked for the researcher, who had access to Little's expertise throughout the

process, and for Little, who earned co-authorship on numerous papers, increasing his stature as an expert in the field.

“The way grants typically work is they would try to buy a percent of my time,” Little said. “After a certain point I’d get on two to three grant proposals, but then I would be basically out of percent time they could buy anymore. But there would be three or four other people who would like it if I would participate.”

To date, his name is on more than 250 publications with more than 300 unique co-authors; those publications have garnered nearly 16,000 citations in academic journals.

“Because of the quality of the methods, my work is getting out there,” Little said. “People are reading it, people are citing it.”

While a professor at the University of Kansas, administrators asked if he would direct a center for research methods and data analysis. Clients could access his expertise in methodology and innovations in statistical methods, what he called his “10,000-foot view,” but graduate students and interns could run the actual analyses.

“I realized if I were to direct such a center, I could be surrounded by people who could do the heavy lifting I don’t necessarily need to be paid to do,” he said. “Effectively, I can participate in many more research projects, provide input and insights that change the science and affect the quality of the work, but do it under the auspices of the institute.”

In 2013 College of Education Dean Scott Ridley contacted Little and invited him to Texas Tech to create IMMAP. He also created an academic concentration (research, evaluation, measurement and statistics, or REMS) to allow students to specialize in quantitative analysis. Many of his clients from Kansas followed him, and he’s picked up more in the last two years – enough to add a postdoctorate position and a few more interns.

Katy Roche, an associate professor at the Milken Institute School of Public Health at George Washington University, is one of Little’s clients. She is researching behavioral and mental health outcomes among Latino children of immigrant parents.

Roche cited Little’s unmatched experience in statistics and the qualified students and faculty members who are part of his center.

“Todd is uniquely qualified to provide guidance and advice around using state-of-the-art, advanced latent variable modeling techniques; imputing missing data using best practice methods; and developing study designs based on cost-effective approaches to data collection through the use of intentionally missing data,” she said. “I would never have the time to gain this knowledge and these skills, so I am most grateful for IMMAP’s capacity to do this for me.”

IMMAP’s client list is diverse, including individual professors from Texas Tech and dozens of other universities as well as the U.S. Navy, the Centers for Disease Control and Prevention, the Texas Department of Criminal Justice, the Noyce Foundation and other governmental and nonprofit agencies.

The need for good statistics

Most studies in major academic journals use outdated, less effective data analysis methods, Little said. Considering the reach data may have, and the possible effects as people interpret it, this cannot work.

Knowing this is why Dorothy Espelage, an educational psychologist at the University of Illinois-Urbana/Champaign who is a world-renowned researcher on bullying and power, came to IMMAP. She testified before Congress and other federal committees about bullying. Her data has an effect on national policy, so it needs to be correct – even more so when she comes up against bullying prevention programs not based on evidence.

She's working now on a project that measures the effectiveness of the Second Step program in improving children's social-emotional development, which may lead to decreased bullying. The grant is from the CDC and Committee for Children. She attributes her funding in part to Little's expertise.

"It's difficult to get funded without a strong statistical team like Todd's," Espelage said. "They keep up on the latest methods that I just cannot keep up with and run my large-scale, school-based studies that require a lot of hard work."

The problem is bigger than researchers using bad methods, however. A couple of years ago a task force for the American Psychological Association found a shortage of quantitative training programs like the REMS program, which means not enough researchers know how to use advanced statistical techniques. Additionally, there are few places to learn new techniques once a researcher finishes graduate school.

To that end, in 2003 Little started Stats Camp, an intensive, weeklong seminar that invites the top quantitative specialists to teach courses on the most advanced statistical techniques available. He routinely brings in students and instructors from throughout the world, and in 2016 there will be Stats Camp Europe for the first time, with Little going to the Netherlands for a week.

He cannot stress enough the importance of good statistics. Little cites social justice every time the question arises: Researchers need to produce valid results, and to do so they need to use the best statistical methods for their question. To do otherwise misleads the public and policy- and decisionmakers.

"Too often researchers take their question and stuff it into the one or two analytical techniques they know, and it's not the right way to do it," Little said. "You have to tailor the technique to the question."

IMMAP's unique place in academia

The academic world does not have many IMMAPs or Todd Littles. Some universities have a quantitative specialist who works with other professors on campus, either running their statistical analyses or training researchers on new techniques.

Others have what Little called service centers that can run statistics for a researcher. IMMAP provides this service, but it is a small part of the process.

The relationship between a researcher and IMMAP begins well before the time for data analysis. Little and his team help researchers refine and write the method section of the grant. This helps in two ways: Little has been part of hundreds of successful grants, so he knows what grant review panels look for; and he is the accepted expert on many quantitative techniques. He or one of his team also has invented many of the techniques this type of research uses.

"Our goal is to make sure the methods section and its execution are described in a pristine manner, such that a grant review panel would have no basis for criticizing the methods," Little said. "In terms of resources, with IMMAP they can't ding the resources. And in terms of personnel, we are the experts in the field who have invented most of the methods that we're describing, so they can't knock the personnel.

"The only thing they can pick on then is if this is a sufficiently good idea. Would it have the impact we want?"

Invention of new statistical methods also sets IMMAP apart from statistical service centers. Some statistical methods were around 30 years ago but not feasible because the necessary technology didn't exist. Others, however, have been developed in concert with technology. That kind of innovation happens almost daily in IMMAP.

"There are places typically run by statistics departments where you can get help," Little said. "The uniqueness of IMMAP is that we are very involved in the substantive theories being tested; we understand the theory part and that is an attractive feature. Two, we're not just applying techniques that have been learned, we're innovating techniques. That's a one-two punch I think is absolutely unique."

Finally, the experts at IMMAP are more than statisticians. They are quantitative specialists – well-versed in a statistician's work but able to understand the theoretician's questions and nature of research. They're not looking at the data in a vacuum. In fact, all of the REMS students are required to be proficient in a substantive research area such as developmental or educational psychology.

Missing data

IMMAP and Little are leading the industry in addressing missing data, which all social scientists have in their work. Missing data occurs when, for example, a researcher gets only 400 out of 500 surveys back. Traditionally only the 400 returned surveys are used to analyze the question.

That, however, skews the data set. Those who did respond may feel more strongly about the question than the population as a whole, or the lack of response may represent a specific subset that differs from the population. Either way, the data set does not portray an accurate picture. The missing data must be accounted for.

"It can wreak havoc if you don't treat it properly," he said. "When you don't try to correct for the reason it's missing, you have selective data and your results are no longer valid."

Little's work on missing data has presented researchers with ways to address this issue. The methodologies he touts in accounting for biasing effects of missing data is so effective, he said, it will unequivocally increase the validity of the research findings. He has published numerous articles on the subject, and he is working on several projects that continue to advance the utility of modern missing data treatments.

IMMAP staff is developing a software package that facilitates the whole process of accounting for missing data. When it's finished it will be open source freeware instead of a copyrighted program, giving all researchers access to it. Again, it's a social justice thing for Little.

The REMS degree

Currently about a dozen graduate students are working toward a REMS degree through IMMAP. Another half a dozen students from throughout the university are employed as graduate research assistants.

Several students are undergraduates who either are earning a minor in quantitative analysis or who want to find out what quantitative analysis is like before they get into graduate school. Little's already had one student come to IMMAP when it just opened to check it out and choose to earn the minor concentration, and he thinks others will too, largely because this will practically assure admission into the graduate school of the student's choosing.

"Most academics learn their statistics in graduate school, and then they go out and start their jobs, and if the statistics changed after graduate school, where are they going to learn it?" Little said. "There are very few programs like the REMS program where faculty members are dedicated quantitative specialists training students in quantitative methods. As quantitative specialists, their job is to stay on top of and invent new methods."

Web Only

Fulbright Scholar Plans to Give Back After Completing Degree

Ahmed Ali is a first-year master's student in digital design and fabrication from Iraq.

By Emily Gardner

Before becoming a Fulbright scholar, Ahmed Ali was a research assistant at University of Duhok in Iraq. Now, his goal is to build a relationship between Duhok and Texas Tech University's digital architecture programs in the College of Architecture.

"I needed to expand my knowledge and try to develop the architecture department at Duhok through studying abroad," the master's student in architecture with a digital design and fabrication specialization said. "I want to take this chance to expand my knowledge and try to bring new knowledge back home to take the architectural department at Duhok a step further."

Ali plans to specialize in parametric urbanism, and said he wants to help revitalize Lubbock's downtown area to give back to Lubbock and the Fulbright scholarship.

Originally from a small city in north Iraq called Dohok-Kurdistan, Ali said the city has changed, becoming a growing tourist industry and increasing its population. Dohok is part of Iraqi Kurdistan and its population is mostly composed of Kurdish, Arab and Assyrian people.

Ali said he remembers the Newroz celebration, where Kurdish people started a fire as a sign for freedom.

"People go on picnics, attend dance events, and we try to make people happy through gifts, dances and clothes during this day," he said. "Iraq is in crisis now, and I believe the best way to end theses crises is through opening work opportunities in new fields like digital technologies."

Ali's Fulbright scholarship has allowed him to be in the United States for about six months, and he said it has exposed him to the diversity and individualism of the United States he believes allows for peaceful living.

Although there is diversity in Iraq, Ali believes the United States' ability to promote individualism is what sets it apart. He thinks if his home country would adopt that same mentality, it would result in a more productive country.

"Here people live in peace," Ali said. "I believe the reason is the individualism they have compared to the collectivism society we have as Kurdish people. The mentality and life system in the United States, where everyone has specific responsibilities and duties as part

of a productive society, is admirable. We can try to inspire this complex system and apply it back home as a potential way to develop the society."

Ali had an offer to study at Michigan State University with a work contract but chose to attend Texas Tech instead because of its diverse community and its digital design and fabrication program.

He applied for the Fulbright scholarship twice before being accepted because it is such a competitive program, he said, receiving the scholarship the second time through the application process. Ali was one of 10 scholarship recipients in Iraq to receive the 2015-17 Fulbright scholarship.

"The Fulbright scholarship is more than a chance for developing knowledge," Ali said. "It focuses on building creative alumni who believe they can change the world to be a better place. I feel a heavy duty as a scholar because there are a lot of expectations and goals."

The faculty and staff at Texas Tech and the community, Ali said, push him to become a better scholar.

Lori Rodriguez, a graduate adviser in architecture, and Maria Perbellini, associate dean for graduate programs, are two of those faculty and staff members.

"The DDF department is an advanced department with alumni faculties that give me a chance to develop my knowledge," he said. "The relationships the department has around the world open new opportunities to develop my future career. Everything is big in the state of Texas and dreaming big is part of the community at Texas Tech."

Rodriguez said she helped Ali through the graduate admission process and continues to provide guidance involving his classes and enrollment.

Although Ali is only in his first semester at Texas Tech, Perbellini said he shows promise and has had to overcome challenges involving language and cultural barriers.

"We believe Ahmed will gain both a cultural and an academic experience to strengthen his skills in architecture," she said. "He is very excited to be here and is serious and committed to enhancing his knowledge. The College of Architecture is delighted to have him in our masters of science program."

Sidebar

What is your favorite spot on campus?
"Jones AT&T Stadium is an interesting place every Saturday where all the university and community participate in supporting the Texas Tech football team. I feel like a true Red Raider there."

What is your favorite Texas Tech tradition?
"My favorite Texas Tech tradition is the Picnic with the President event when President Nellis and his wife (Ruthie) were serving hot dogs outside the Student Union Building. I felt I became part of the Texas Tech family."

What is your favorite experience at Texas Tech?
"All the way to the stadium you will hear people shouting 'Raider,' and another group in the street will respond 'Power,' and if Texas Tech wins, you will hear this shouting till midnight."

What is your favorite thing about Texas Tech/Lubbock?
"The thing I like in Lubbock the most is the calmness and peace in it. It helps make a good study environment. The change in weather also is adding excitement to the life here."

TEXAS TECH UNIVERSITY

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Fulbright Scholar's Passion for People Brings Her from Colombia to Lubbock

Paulina Velez was selected by the Fulbright Scholars program to earn her master's and doctorate degrees in human development and family studies from Texas Tech.

By Cara Vandergriff

Growing up in Colombia, Paulina Velez saw firsthand how families can be affected by violence, internal displacement and social inequalities. These experiences made her curious about how different realities shape individual development, and she wondered how she could help individuals develop more healthily. This newfound interest, along with some help from the Fulbright Scholars program, brought Velez to Texas Tech University.

Velez came to Lubbock from Medellin, Colombia, to earn her master's degree in human development and family studies (HDFS). She is now pursuing a doctorate.

"I have always been interested in knowing more about understanding people," Velez said. "I decided to become a Fulbright scholar because I wanted to be a well-rounded professional who can think thoughtfully about the world around me, and use that knowledge to have a positive impact in the lives of those who I work with."

Velez applied to the Fulbright Scholars program for the opportunity to study in the United States. She was selected in 2009.

"I knew being a Fulbright scholar is a recognition that would open a world of opportunities to me, both professionally and personally," Velez said. "I've not only gotten the opportunity to study in the U.S. and enhance my career, but I've gotten to meet wonderful people from around the world."

Velez said her mother predicted she would become a researcher due to the amount of questions she asked as a child, but she thought her interest would be engineering because of her excellence in math.

"I was good at math, but my curiosity was always more about human behavior and social problems," Velez said. "I wanted to have the knowledge to be able to develop programs that could promote healthy development and well-being for individuals and families."

This curiosity, Velez said, is why she decided to stay at Texas Tech and pursue a doctoral degree in human development and family studies. She originally chose Texas Tech because of the success and notability of the HDFS program and wanted to continue her education here because of the program's focus on understanding individual development.

"This program is focused on delving deeper into the understanding of the social, cultural and historical contexts in which individuals develop, and the application of research

findings to programs and policies that enhance the lives of individuals and families," Velez said.

The faculty research interests of the HDFS program attracted Velez to Texas Tech as well, since they aligned with her personal interests.

"I also noted the expertise of some faculty members in working with Hispanic individuals and families," Velez said. "Being Colombian, that was obviously of significance to me."

Nancy Bell, an HDFS professor at Texas Tech, said Velez came to the College of Human Sciences with exceptional credentials from her undergraduate work in Colombia and consistently receives excellent faculty evaluations of her doctoral course work.

"Since her arrival, Paulina has been an exemplary student in our program," Bell said. "In her teaching, she relates exceptionally well to students, creates a classroom environment that promotes student interest and learning and is especially effective on topics related to diversity."

Bell said Velez has worked with several faculty members on research topics such as constructions of motherhood in cross-cultural perspectives, parent-child synchrony and shared emotion in Mexican-American families, and depression and neighborhood violence among children and adolescents in Medellin, Colombia.

"Paulina's dissertation on identity negotiations of Colombian international students will contribute to a more elaborated understanding of the Latino international student experience and more generally to theory and application with respect to international students," Bell said.

Bell said she believes the Fulbright Scholar program is advantageous for both the student and the host institution.

"Not only does it provide support for outstanding students to gain international experiences that can enhance their educational and career opportunities," she said, "but these students bring diverse perspectives to a university, which can benefit its teaching and research missions as well as contribute to a more globally oriented campus environment."

Though she misses her family, friends and the landscapes of Colombia, Velez said living in the United States. has allowed her to get to know herself better in terms of her priorities and goals.

"I have learned so much about myself, others and the world around me," Velez said. "Living here has given me the opportunity to learn about people from all over the world and better understand their cultures, traditions and customs."

Most importantly, Velez said, her experience at Texas Tech has broadened her understanding of the realities faced by individuals and families from different cultures.

"Getting the chance to live in a culture different than mine and getting to know people from different nationalities has helped me learn more about the differences and similarities

of individuals from different cultural contexts," Velez said. "The knowledge I've gained from this experience will be of great importance for my career."

Sidebar questions

What is your favorite spot on campus?
My favorite spot is Urbanovsky Park. I love walking around and watching people practice different sports and get together with friends.

What is your favorite Texas Tech memory?
It's difficult to point to one specific memory because my time here has been full of good memories. I have met wonderful people, learned so much about the U.S. and Texas and enjoyed my time as a student in a university that has a very supportive environment for international students.

Favorite Texas Tech tradition?
The Carol of Lights. Christmas is my favorite time of the year, and I believe the Carol of Lights is the perfect way to start it. I love to see Texas Tech's families getting together to begin Christmas with music and lights.

Favorite experience at Texas Tech?
The first three weeks that I spent at the International Teaching Assistant Workshop. This was a time where I got to live on campus and meet many other international students, some of who are now my best friends here.

What is your favorite thing about Texas Tech/Lubbock?
The people at Texas Tech and in the Lubbock community. Everyone has been very friendly and helpful.

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Margarette Harden Remembered By Human Sciences

Harden was a College of Human Sciences faculty member for 25 years.

By Emily Gardner

Margarette Harden, a former Texas Tech University faculty member in the College of Human Sciences, died Nov. 18.

Born in Lubbock County in 1925, Harden graduated from Lubbock Cooper High School and obtained both her master's and doctoral degrees from Texas Tech in the College of Human Sciences and College of Agricultural Sciences and Natural Resources. She was a Texas Tech faculty member for 25 years from 1967-1992, where she earned several awards including the President's Excellence Award, the Faculty Distinguished Leadership Award and the Spencer A. Wells Faculty Award, according to her obituary.

Harden served on the Texas State Board of Examiners of Dieticians and was one of the 12 members of the Agriculture and Nutrition Delegation to China in 1981. After retiring from Texas Tech, she opened a dietetic consulting service and split time between Ruidoso, New Mexico, and Fulton.

Her daughter, Cinda Stewart, said Harden loved Texas Tech and after receiving her bachelor's degree decided she wanted to be a teaching assistant, which she loved so much she went on to pursue her master's and doctoral degrees.

"The woman is pretty outstanding, 90 years old," Stewart said. "She lived a great life and was a great mother, loved life and people, just an outstanding person."

Lynn Huffman, executive associate dean in the College of Human Sciences, met Harden in 1980 and continued to stay in touch even after Harden retired.

"Margarette Harden was one of the first people I met when I joined the food and nutrition department," Huffman said. "She was an informal mentor to me and was always available for questions and conversation. She helped me find my way and was always supportive. I will never forget her kindness and welcoming spirit. She made a big difference for me."

Shelley Fillipp, director of the dietetic internship at Texas Tech, was another person influenced by Harden and the role she played in dietetic education.

"While I did not have Margarette Harden for any undergraduate courses, I did have her serve on my thesis committee," Fillipp said. "I appreciated her diligence in reviewing multiple versions of my thesis. She was always so supportive through the process and I

appreciated the smile she always seemed to have for me. She played a major role in dietetics education in her 25-year tenure at Texas Tech and will be missed."

TEXAS TECH UNIVERSITY

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Research Shows Marital Status Affects Women's Financial Awareness

Laura Mattia, a doctoral student in personal financial planning, found married women are more likely to lack financial knowledge.

By Heidi Toth

Years ago a 70-year-old woman sat across the desk from Laura Mattia. Her husband had died, and in an attempt to get her finances in order she saw a financial adviser, who recommended she buy a specific investment product. That product failed. The widow, whose husband took care of the money while he was alive, lost half of her savings.

A woman Mattia met volunteering at a rape crisis center put up with years of domestic abuse because she had no control over her family's finances and thus couldn't break away. Though she brought in half of the family's income, her husband retained control. She couldn't get enough money to get away.

A third woman worked in finance on Wall Street but let her husband handle the money. When they divorced, money was missing from their accounts. She didn't know when or where it had gone and had no way to get an equal share. A fourth woman was left destitute when her husband filed for divorce, leaving her with their house underwater and their savings cleaned out. She hadn't worked in decades, since she quit her job to support his rising career.

In the 15 years since Mattia became a financial adviser, and many years before that when she worked in corporate finance, on Wall Street and answered questions about finances, she has repeatedly been struck by how women are less likely to be financially aware and the disastrous consequences this can have. Helping women become financially literate and confident became a professional goal and the hypothesis behind her research as a doctoral candidate in the Department of Personal Financial Planning at Texas Tech University.

"These are basic life skills," she said. "Everybody needs to know how to evaluate their own personal financial situation."

Getting to Texas Tech

Mattia earned a bachelor's degree in psychology with plans to help people. She realized she needed a way to pay the bills, so she went back for a master's in business administration with an emphasis on finance and accounting. She worked for M&M/Mars and spent time on Wall Street.

"At one point in my career I just had this aha moment, that although I was, from everybody else's perspective, a successful person, I wasn't feeling successful because I really wasn't doing what I wanted to do," Mattia said.

For years she'd been on the receiving end of personal financial questions, mostly from women in her office who didn't have a good grasp on their finances. Many of these were educated women who made good money but hadn't been educated on investing, retirement or budgeting. She found a special market of women going through divorces who needed to know what kind of property settlement to look for and how to make a budget and set financial goals for their lives.

She chose to continue this work formally, earning her Certified Financial Planner (CFP®) designation and becoming a full-time financial adviser, which allowed her to use all her education and gave her an avenue to help people on the scale she'd wanted to as a psych major. Mattia also became a certified divorce financial analyst and started a monthly podcast, "Financially Empowering Women."

After several years teaching at Rutgers University, she discovered she loved teaching. To do that full-time, she wanted a doctorate. What really pushed her to earn that degree, however, was the idea of improving the financial planning profession through scientifically based education. For that she came straight to Texas Tech.

"We have the best program by far," Mattia said. "I'd love to get into a university that has the same kind of energy that Texas Tech has. I don't think it exists, but maybe I can help create it."

She also didn't look far for a research question for her doctorate. Mattia went immediately to her passion: figuring out why women struggle with finances more than men and finding a remedy.

The 'Pretty Woman' factor

Every woman wants a knight in shining armor to swoop in and save her, right? That's what the movies seem to show – men saving women from poverty, bad family situations, a bad relationship, or in the case of "Pretty Woman," the movie Mattia mentions, a life of prostitution on the streets of Los Angeles. It's a fun movie, sure, but it's not exactly promotional for women taking control of their lives, money and all.

"When you take a step back and think about the messaging in a movie like that, and many other movies, that you can't get it alone, you need a man to get you out of this problem – we're not just talking about money," she said. "We're talking about women being able to live their lives on their own terms, as they want."

Without their finances in good shape, however, women can't do that, so Mattia set out to learn why women struggle with money more frequently than men and how to level the investing field.

She started with the available research, most of which comes from one database and all seemed to pinpoint the same issues: women have problems processing information, lack economic and financial knowledge, don't have the ability to make financial decisions, are intimidated by money and don't understand numbers.

Besides being insulting, those findings don't hold up. Michael Finke, a professor of personal financial planning at Texas Tech who works closely with Mattia in her research, said Mattia was tireless in teasing out exactly why the gender gap exists.

"Instead of just stopping at 'women are less interested in finance than men,' Laura went to the economic literature on marital bargaining and developing a theory that proposed a different explanation – that married women, and married women with children, decide to let their husbands specialize in financial decisions while they specialize in other things," Finke said.

Using a broader database than much of the literature on the topic, Mattia and PFP professor Sandra Huston compared financial awareness of married women to that of unmarried women and men and found it made a huge difference. There is no financial knowledge gender gap for women who were never married.

The path is easy to trace and quite rational: in one household, couples frequently divide up responsibilities to be more efficient. In most relationships, that responsibility fell to the husband. Over time the wife becomes increasingly disconnected from the couple's finances, and when something changes – divorce, the husband's death or a financial downturn – the wife doesn't know how much money they have, where it's invested, what her share is or how to move forward being responsible for her money.

"The problem is, there are certain skills that are developed over one's life and take a while to produce, so men are producing financial knowledge and women are not," she said. "The statistics are that nine out of 10 women are eventually going to be by themselves. The real danger is when something happens to the marriage, now what? These women are in a very bad situation."

As unromantic as it sounds, she actually recommends keeping a small part of marriage more like a business relationship. There should not be dependence, Mattia said.

"When you're in a partnership there is a certain element, a business component that you can't close your eyes to," she said. "It really does, I think, promote a really healthy relationship because there's not this dependency."

Next steps

The question of why women feel they should cede all authority or even awareness of finances is a little harder to answer. It's not an overall lack of education, she said. Many of the women she helps are college-educated. Some of them bring in income themselves. They just aren't educated in financial issues.

For many, it's not a lack of desire, her research has shown.

"Since we now know women are less financially knowledgeable because they rationally delegate these decisions to their husbands, we also know they are going to be more vulnerable if they get divorced or become a widow," Finke said. "And we know they will

likely be open to financial literacy education since it isn't just a fear of finance that's driving their lower literacy."

However, simply delegating the finances elsewhere doesn't explain why women don't feel they are the best spouse to take care of the money. She recounted how many female students came up to her when she was a professor and said, "I'm a marketing major. I don't need to understand finance."

"In business, you need to know this," she said. "Not only that, but in life you need to know this. These aren't just skills for the working world. These are skills that can help you in your life."

She is continuing her research into the relationship many women have with finances while also looking at ways to make financial planning a more successful place for both female planners and female clients. She's an advocate for a movement requiring financial planners to undergo certain certification or licensing procedures to weed out the ones whose primary purpose is selling a product. (Many of Texas Tech's faculty members are part of this movement as well.) She also worries male financial planners are less likely to take the one-on-one time needed to go over questions in a positive way.

"Men don't appear to be as sensitive to that as women might be," she said. "I've attracted a lot of women to our practice because they felt they weren't being talked down to and we were helping them understand. These are professional women who have the ability to understand if someone will explain it to them."

Mattia graduates in May, and she's already looking for teaching jobs. However, the podcast will continue, and her door likely will remain open to anyone with financial questions, related to class or not.

"Laura knows the industry of financial planning, and her interest in academia was motivated by her professional experience," Finke said. "Often when someone has been successful in practice, they can be resistant to viewing financial planning through the lens of academic theory. But Laura was always passionate about understanding the academic theory in order to explain phenomena she saw as a planner."

TEXAS TECH UNIVERSITY

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Ten Reasons to be Thankful You're a Red Raider

From beloved Texas Tech traditions to our beautiful campus and academic diversity, Red Raiders have plenty to be thankful for.

By Cara Vandergriff

With Thanksgiving and the holiday season upon us, it's the time of year to reflect on the numerous blessings in our lives and give thanks. Luckily, being part of the Red Raider family guarantees us a long list of things to be grateful for. Here are just a few reasons to be thankful you're a Red Raider this year.

1. Kicking off the holiday season with the Carol of Lights

The Carol of Lights® annual holiday event is one of the most beloved Texas Tech traditions among students, faculty and alumni alike. The lighting ceremony includes holiday performances by the Texas Tech University Combined Choirs and a torch-light processional led by the Saddle Tramps and High Riders spirit organizations. The Carol of Lights has been a Texas Tech tradition for more than 50 years and ends in the illumination of more than 25,000 holiday lights adorning the 13 campus buildings surrounding Memorial Circle. The ceremony annually gathers more than 20,000 Red Raiders to ring in the holiday season and is one of the most popular among Texas Tech traditions.

2. Representing the Double T

As if having the best school colors wasn't enough, the Double T symbol has been synonymous with the spirit and traditions of Texas Tech since its official adoption in 1963. The original version is said to have originated with Texas Tech's first football coach E.Y. Freeland, who put the logo on sweaters for the football players in 1926. Since then, it transformed into the modern version in 2000 and can be seen all over campus as well as wherever Texas Tech's proud alumni take it after graduation. When paired with a nice "Guns Up" gesture, no other campus symbol is so readily identified with Texas Tech.

3. The campus is big, but it's beautiful, too

Along with being one of the largest campuses in the nation at 1,839 acres, Texas Tech is also one of the most beautiful. With its Spanish Renaissance-style architecture, red-tile roofs, public art pieces and elegant landscaping, Texas Tech has been named one of the prettiest campuses in the United States. On home game days, you can see the campus adorned and the well-known landmark Will Rogers statue wrapped in red crepe paper – another favorite Texas Tech tradition.

4. Awesome extras

Texas Tech has been nationally ranked for having some of the best "extras" on campus, including everything from the $8.4 million outdoor leisure pool to its recreation amenities, bike rental shop and athletics 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, a free-weight room, workout space, eight tennis courts, the new West Rec Turf Field Complex and the award-winning leisure pool. Besides recreational extras, Texas Tech offers students a variety of free services including campus transportation, financial coaching, tutoring, medical and legal services, IT and counseling. With all of these extras available free to students, Red Raiders have plenty of options whether they're in need of a tutor, a doctor or a place to relax.

5. The coolest mascot you've ever seen: The Masked Rider

If Texas Tech fans all agree on one thing, it's that the Masked Rider is one of the coolest mascots of any university in the country. There's not much better than seeing the black horse and its cape- and mask-clad rider, with guns up, leading the football team out of the tunnel to the sound of thousands of cheering fans. Critics have agreed – the Masked Rider was named one of the top 10 coolest college mascots by the Associated Press, and his/her entrance with the football team on game days was called "possibly the greatest team entrance in collegiate sports history" by Bleacher Report. Wreck 'em.

6. From here, it's possible

With more than 150 undergraduate programs, 104 master's programs and 56 doctoral programs, Texas Tech has no boundaries for its students to explore their academic interests. As one of the few contiguous campuses that houses a law school and a medical school, Red Raiders can pursue any career they want without leaving Lubbock (but if they do, they can utilize one of the 30 bachelor's, master's and doctoral degree programs offered completely online). While pursuing their academic interests, students will benefit from Texas Tech's 22:1 student-faculty ratio, with 25 percent of its classes having fewer than 20 students and 55 percent under 50. Oh, and they'll earn their degrees paying one of the most affordable large public university tuitions in the country.

7. You know the answer to this question: Who's the best band in all the land?

The Goin' Band from Raiderland is the oldest student organization on campus, beginning in 1925 when Texas Tech opened its doors. The band has grown to have more than 400 members. The matador uniform-clad group is one of the largest spirit raisers on campus as well as one of the finest bands in the country, having received the prestigious Sudler Trophy as the nation's top marching band in 1998. The Goin' Band's impact on campus culture, music education and Red Raider spirit is unparalleled, and its ability to bring the Texas Tech community together with music is unmatched.

8. We may bleed scarlet and black, but at Texas Tech, our hearts are purple

Texas Tech is home to the Military and Veterans Programs, which provides assistance for military personnel, veterans and dependents of veterans who attend the university. The program has received many national recognitions as well as helped Texas Tech to be

designated as the first Purple Heart University in Texas. In addition, Texas Tech also has been recognized as a "Best for Vets" college by the Military Times for the last two years.

9. Commitment to diversity

With Hispanic enrollment reaching 23 percent this year, Texas Tech is just steps away from becoming a Hispanic-Serving Institution, which will lead to more funding and opportunities to recruit and retain a diverse body of students. This diverse body of students at Texas Tech has continued to grow each year, with fall 2015's enrollment breaking records at 35,893, a 2 percent growth from fall 2014. This total encompasses 41.5 percent non-white students, and exemplifies Texas Tech's commitment to enhancing the educational experiences of a diverse student body in order to help its students navigate in a society of cultural differences.

10. The Matador Song

After a great win or a tough loss, it's uplifting to gather with fellow Red Raiders, guns up high, to sing the Texas Tech alma mater along with the Goin' Band: the Matador Song. Yelling out "long live the Matadors!" with strangers and friends alike brings Red Raiders a feeling of unity and shared Texas Tech spirit – no matter how large or small the group.

These are just a few of the many reasons we're thankful to be Red Raiders – a list we hope continues to grow with the Texas Tech family. Happy Thanksgiving!

TEXAS TECH UNIVERSITY

Web Only

Texas Tech Alumnus Teams Up with Houston's Millionaire Matchmaker

Jorge Ochoa's education and passion for relationships helped land him a job at Rose Matchmaking, Houston's millionaire matchmaking firm.

By Cara Vandergriff

Jorge Ochoa always knew he wanted to do something not considered "typical." As a child, his dream job was to be a performer. His free-spirited nature and outside-the-box style of thinking helped lead him down a creative path, though he didn't end up on stage like he thought he would. Instead, Ochoa is helping set the stage for other people's relationships. It may not be entertainment, but Ochoa's job working for Houston's Millionaire Matchmaker isn't too disappointing.

Ochoa, 24, was born in Houston, where he graduated from Spring Woods High School in 2009 and decided to continue his education at Texas Tech University. He originally decided to study nursing, but after a tough year that included the death of a close friend, Ochoa was forced to re-evaluate his life.

"Her death really hit me hard," Ochoa said. "I was so confused as to how that happened to her and why I was affected so much. I was left with so many questions; I had never experienced death before."

Ochoa's tough year nearly led to him dropping out of Texas Tech, but he credits Mentor Tech for helping him turn his grief and confusion into a newfound interest.

"I met with someone just to see what kind of programs they offered at the College of Human Sciences," he said. "That same day I ended up switching over to human development and family studies."

After his switch to HDFS, Ochoa took as many relationship-focused classes as he could to help him understand death, grief and the emotions people feel when a loved one passes away.

"I took as many relationship classes as possible," Ochoa said. "I even took courses in the psychology department to try to make sense of relationships."

Erika Brooks, service learning coordinator of the Teaching, Learning & Professional Development Center, recalls Ochoa being a standout student when he served as her teaching assistant for a women's studies class.

"Those classes are usually pretty unbalanced as far as the ratio of women to men goes, but Jorge had an open mind and really seemed to understand it," Brooks said. "He was vocal,

confident, organized and very approachable – all of those things stuck out to me when he was a student."
Brooks said Ochoa learned a lot about relationships and gendered interactions in her class, knowledge she believes is helpful in his current career.

"My class was about gender norms, so it's interesting to me that he's a matchmaker because I wonder if and how he uses that knowledge to his advantage when he's working with relationships," Brooks said. "He was a good student – very outgoing and a go-getter; I'm sure you have to be like that to succeed in a job like this."

Ochoa credits the College of Human Sciences for opening a door that led him to this job.

"I didn't switch my major thinking, 'Oh, I want to be a matchmaker,' but as I went through the courses, I realized the possibilities were endless," he said. "My professors helped me along the way. They opened a door for me that allowed me to take my creative mentality and run with it, which landed me my current job."

Ochoa is an assistant matchmaker at Rose Matchmaking, a millionaire matchmaking firm in Houston founded by Jamie Rose. Ochoa helps Rose with the matching process by meeting with clients to discuss different aspects of their lives including highs, lows, desires and expectations.

"I love what I do," Ochoa said. "It blows my mind when I sit back and think about who I know and the people that I have saved on my phone. I get to shake hands, rub shoulders and build friendships with some of the most influential people in Texas."

Ochoa's favorite part of the job is being able to sit down with each client and hear that person's story.

"I hear the highs and the lows of being successful, of having a net worth of millions, sometimes billions," he said. "I hear about their most precious lessons learned and about their weaknesses and their strengths."

The most gratifying experience of his job is the life lessons he learns from each client. By getting the chance to have deep, personal conversations with a wide variety of people, it's easy for Ochoa to take away a lesson from each meeting.

"My job is different every day and there are so many interesting stories," he said. "One time, when touring the home of a very wealthy client, he showed me a mausoleum he had built outside his house for him and his future wife. Was I creeped out? No, only because given who he is and his company, it was pretty normal. Finding a match for him that wouldn't be creeped out was a bit challenging, though."

Ochoa said his career would not have been possible without the help of Mentor Tech and the College of Human Sciences.

"What I loved about my professors was that they taught me to think outside the box," he said. "They taught me the skill of self-discovery, which I believe is essential to being a well-rounded person."

The process of self-discovery was an important part of Ochoa's education at Texas Tech. The process of "real learning" instead of simply rote memorization was instrumental in helping him be able to think for himself. Ochoa believes what drives a person to success is the will to discover.

"In my case, the College of Human Sciences allowed me to discover my passion: human relationships," Ochoa said. "It offered me the tools to break boundaries of the classroom and provided me the opportunities to take what I learned and build new ideas."

The education he received at Texas Tech taught Ochoa that with a will to learn, a drive for self-discovery and the courage to break boundaries, anything is possible.

"Fast forward two years after graduation and I am still utilizing that skill," he said.

Though his adult reality turned out different than his childhood dreams, Ochoa is happy with where his path with Texas Tech has brought him.

"I'm not sure I want to do matchmaking for the rest of my life, but right now it makes me happy and I was taught the right skills to be successful," Ochoa said. "I just take it day by day."

TEXAS TECH UNIVERSITY

Web Only

Texas Tech Students, Staff Discuss One Love Initiative

More than 40 students across campus are participating in the campaign and creating relationship violence awareness.

By Emily Gardner

Texas Tech University hosted its first One Love Week Nov. 9-13, ending with a recognition event at the men's basketball season opener. Chloe Barnes, director of student-athlete affairs, brought One Love to the Texas Tech campus after attending a conference this summer.

The initiative is spread out across campus, incorporating students from organizations including Athletics, the School of Law, Mentor Tech, Risk Intervention & Management Education (RISE) and Fraternity & Sorority Life.

"Relationship violence, like many other safety and health concerns of college-aged students, is not limited to living on campus or being involved in other organizations or teams," said Harriette Baker, assistant director of Fraternity & Sorority Life. "It is important students don't connect this issue as a platform or cause of one specific group. There is a shared responsibility among all Red Raiders to understand the signs, intervene and teach others about the destructive nature of relationship violence.

"Throughout this process the involvement of such diverse stakeholders has provided such a wide variety of perspectives on a single, shared concern. So often our areas see instances of anxiety, depression and a general lack of direction, but it was not until we really started unpacking relationship violence that we acknowledged unhealthy relationships here on campus were contributing."

Anthony Lyons, a junior accounting major from Arlington and a student-athlete with Texas Tech Baseball; Tori Skillings, a junior psychology major from Plano and a member of Pom Squad and Zeta Tau Alpha; and Samuel Phariss, a junior management major from Houston and a member of Lambda Chi Alpha and vice president of risk management with the Interfraternity Council, were among the students selected to become student facilitators. These students discussed how they became involved and what they hope the initiative will accomplish.

How did you get involved in One Love?

Anthony Lyons: "Chloe Barnes, the director of student-athlete affairs, asked me to volunteer my time for this organization as a student-athlete and a leader on campus, and hearing what the movement was about, it was hard for me not to get involved."

Tori Skillings: “I’m personally familiar with violent relationships and have dealt with the emotions behind it. Ever since I wasn’t a part of that anymore, I have felt the need to help prevent others from dealing with what I had to deal with. My spirit directors decided I would be a good representative for the One Love initiative and that it would help me learn how to communicate situations like this with other people for my future.”

Samuel Phariss: “Harriette Baker asked me to be on the One Love campaign. She gave me a brief rundown of what it was and I agreed because it was something I didn’t have a big knowledge base about. I’m a student assistant in the RISE office. I got a little more information from my boss, Kim Simón, and then ultimately said ‘Hey, this is something I’d be interested in learning more about.’”

What are your thoughts on the week and its importance?

Lyons: “One Love Week will have a tremendous effect on the students and faculty of this university. As students, we are all in a vulnerable time in our lives where we are exposed to things that could very well change us for the rest of our lives. Domestic violence is something that is everywhere, and it is important to understand what domestic violence is and how it begins. Today there is a misconception that it always is some man striking a woman, but that’s not the only case. There are many actions that lead to the violent parts of an unhealthy relationship. We are trying to teach that it isn’t always physical abuse. By raising knowledge about the signs of these unhealthy relationships, we can help someone who may be in danger or know someone with these same characteristics in their relationship and hopefully help prevent further cases of domestic violence on our campus.”

Skillings: “I think the week is very important because it will help everyone become more aware of how serious relationship violence is. Many people are not familiar with the signs that come along with violent relationships, and they need to know what they are to help someone who is suffering. So many individuals are involved in relationships that are harmful emotionally, physically or mentally, and they aren’t able to seek the help they need until it’s too late. This inspirational program offers universities the tools and skills to help prevent violent relationships from happening.”

Phariss: “Sometimes we think of domestic violence as a foreign concept. Unfortunately, it’s a very predominant thing on college campuses across the nation that there are unhealthy, violent and abusive relationships in any form whether it’s emotional, verbal, physical or sexual abuse. A concept I think One Love especially is demonstrating is that relationship violence doesn’t discriminate among people. It can happen to a male or female, it can happen in heterosexual or homosexual relationships. It can happen across the spectrum, and I think that’s important for students to take away and be understanding of how relationship violence does work. A Greek Life student is at the same risk as a student-athlete, just as much as somebody in the band or the Honors College. It doesn’t discriminate.”

How do you plan to further the initiative?

Baker: “The wonderful student facilitators who have taken the time to invest in this initiative will really be the guiding voice moving forward. I think it is important they take the lead and determine where and when students should be receiving this information to

have the largest impact. Many of our facilitators, during our initial discussions, referred to unhealthy relationships starting as early as middle school, making outreach to local high schools an initiative the group is considering."

Lyons: "As a student-athlete I am aware of the attention we receive in the media. So as a student leader, I am aware of the problems that arise with student-athletes, and we are all working with the teams on campus to make them more educated about these problems. Over time hopefully student-athletes can set an example and become models for the rest of the student leaders and population. As student facilitators, we want the One Love initiative to carry on throughout the year. Since this campaign is relatively new, we want to establish it as a student-led organization. We are going to strive to have at least one campus wide One Love event every semester. Outside of that we want to inspire other students to become involved in this organization. For those who may be in danger of one of an unhealthy relationship or domestic violence, we hope to help as students, collaborate with resources on campus and direct them to someone who can assist them further."

Skillings: "One way I plan to further the initiative is to inform the organizations I'm involved in first, and then help spread the word through social media and to anyone who wants to be more informed. I also plan to continue to build on the relationships I've made through the program to make an impact so the university feels connected as a whole."

Phariss: "I think it's important for this to become an ongoing conversation on campus just like Title IX, just like alcohol use. I think for myself as well as other facilitators, we want it to continue. If professors want to have a presentation about it, I think it would be good for facilitators to have that option available to facilitate to their fellow students. Maybe bringing new things to orientation, and things like that, where we reach them more rapidly and at a younger age of our students so it does become an ongoing conversation."

About One Love

More than 40 Texas Tech students are involved in the One Love initiative that was announced Oct. 2. The student facilitators led workshops and showed the "Escalation" video to students, faculty and staff during the week. Student facilitators, faculty and staff plan to continue the initiative with more workshops about relationship violence and another week of events occurring during the spring 2016 semester.

One Love Week is part of the One Love Foundation, an organization that was started by Sharon Love in 2010 in memory of her daughter, Yeardley, a student-athlete at the University of Virginia who died as a result of relationship violence.