



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 1, 2016

CONTACT: Sarah Connell, sarah.n.connell@ttu.edu

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Sigma Delta Pi Chapter, Adviser honored with Prestigious Awards

This is the Alpha Pi Chapter's 12th consecutive year to be recognized as an honor chapter.

Texas Tech University's [Alpha Phi chapter of Sigma Delta Pi](#), the National Collegiate Hispanic Honor Society, and chapter adviser Comfort Pratt received awards during Sigma Delta Pi's Triennial Convention in Miami, Florida, on July 8.

[Pratt](#), also the national vice president for Southwest of Sigma Delta Pi was presented the Germán D. Carrillo Award at the convention for her outstanding contributions. She has been instrumental for the chapter each year for her assistance to the local and national levels of Sigma Delta Pi.

Alpha Phi chapter received the Octavio Paz Award for maintaining honor chapter status for a triennium from 2013-16, and has won this award for the fourth time. This makes Alpha Phi an honor chapter for 12 consecutive years. This status is only granted by the National Executive Committee to 10-15 chapters nationwide for their outstanding activities the past academic year.

"To be selected among the top chapters of Sigma Delta Pi nationwide so many times truly sets us apart and acknowledges the work we do as beneficial and outstanding," Pratt said. "This recognition is very important for our members as it confirms that the contributions they make truly matter to the honor society and the community."

Each summer more than 610 chapters across the United States submit an annual report detailing their activities and projects from the past year. The reports are judged based on the quality of chapter project that reflects Sigma Delta Pi's mission of honoring excellence in the study of the Spanish language, contributing to cultural understanding and upholding the goals of the society.

Texas Tech's chapter has studied and upheld the Spanish language and traditions. By holding poetry nights, speaking to high schools and film festivals. They also participate in community service projects with Texas Tech's [Upward Bound](#) where members teach children Spanish.

They hope to bring visibility to Texas Tech through their organization and create a more multicultural university by their contributions and hard work through the year's events and outreach.

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Expert Pitch

FOR IMMEDIATE RELEASE

DATE: Sept. 1, 2016

CONTACT: Glenys Young, glenys.young@ttu.edu

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‘Star Trek’: Cultural Phenomenon Reaches 50th Anniversary

Ask anyone what they know about “Star Trek” and you may hear a response about the Vulcan salute; the show’s distinctive opening, “Space: the final frontier;” or its original stars William Shatner, Leonard Nimoy and George Takei. These elements and others like them have grown from being just part of a television show into a part of the collective consciousness.

Add in all the show’s spinoffs – six additional television shows and 13 movies, with more to come – and “Star Trek” becomes a significant part of today’s popular culture.

You might say “Star Trek” has boldly gone where no show has gone before.

Gene Roddenberry’s original television series “Star Trek” aired its first episode on Sept. 8, 1966. Texas Tech University has experts available to discuss the franchise, its role in popular culture, the science behind it and more as its 50th anniversary approaches.

Tom Maccarone is an associate professor in the [Department of Physics](#) in the [College of Arts & Sciences](#). He can talk about the physics and astronomy concepts from the series, including the realities of space travel and warp speed as well as the series’ other stars, planets and spatial phenomena, such as black holes, asteroids, nebulas and worm holes. Maccarone’s research is primarily focused on understanding X-ray binary systems, especially in globular clusters, and understanding accretion in black hole and neutron star X-ray binary systems. He dabbles in stellar mass and supermassive black holes and occasionally gets into other areas, including galaxy evolution. He led the discovery of the first globular cluster black hole X-ray binary and the discovery of a new star, [CX330](#).

Maccarone can be reached at (806) 834-3760 or thomas.maccarone@ttu.edu

David Ray is an associate professor in the [Department of Biological Sciences](#) and a fan of the original series as well as the spinoff series “Star Trek: The Next Generation.” He can talk about the plausibility of the varied life forms portrayed in the “Star Trek” universe. Ray’s expertise is in the molecular biology of animals and genomics; he has been studying how genomes change over time in a variety of animals including bats, crocodilians, rodents and insects.

Ray can be reached at (806) 834-1677 or david.a.ray@ttu.edu

Dominick Casadonte is the Minnie Stevens Piper Professor in the [Department of Chemistry & Biochemistry](#) in the College of Arts & Sciences and Trekkie since childhood. He can talk about the series’ chemistry and chemical elements, such as whether dilithium and dilithium crystals could actually exist. Casadonte’s research focuses on the dynamics of unusual excited state

processes as well as the fabrication of novel nanomaterial and molecular systems that could be applied in molecular photodevices, energy storage systems, catalysts and environmental remediants.

Casadonte can be reached at (806) 834-2746 or dominick.casadonte@ttu.edu

Andrew Jackson is a professor and associate chair in the [Department of Civil, Environmental and Construction Engineering](#) in the [Edward E. Whitacre Jr. College of Engineering](#) and a self-proclaimed big fan of the original series. He can talk about life support and water reclamation in space. Jackson has been working for most of the past decade to develop a [system that effectively and efficiently eliminates waste products from water](#) so it can be recycled into consumable drinking water for use in space. His other research interests include the occurrence, impact and fate of perchlorate; the fate of micro-contaminants in the environment; and the use and development of passive samplers for contaminant fate studies.

Jackson can be reached at (806) 834-6575 or andrew.jackson@ttu.edu

Vickie Sutton is a Paul Whitfield Horn Professor and associate dean for research and faculty development in the Texas Tech [School of Law](#) and director of the [Center for Biodefense, Law and Public Policy](#). She can talk about [space law](#), the emerging field of legislating space exploration and business ventures. She will teach a [course](#) on the topic in spring 2017. Sutton established the law school's law and science certificate program. She served as chief counsel for the Research and Innovative Technology Administration under President George W. Bush. She also served as assistant director in the White House Science Office, where she coordinated science and technology research programs.

Sutton can be reached at (806) 834-1752 or vickie.sutton@ttu.edu

Allison Whitney is an associate professor of film and media studies in the [Department of English](#) in the College of Arts & Sciences. She can talk about science fiction cinema, special effects and the fan culture surrounding the "Star Trek" franchise. She specializes in the studies of film technology and is researching the representation of space exploration in cinema. In 2013, she published the article "Love at First Contact: Sex, Race and Colonial Fantasy in 'Star Trek: First Contact.'"

Whitney can be reached at (806) 834-6948 or allison.whitney@ttu.edu

Robert Peaslee is chairman of the [Department of Journalism and Electronic Media](#) in the [College of Media & Communication](#). He can talk about the cinematic interpretations of "Star Trek" as well as the "Star Trek" fandom's important role in shaping popular culture. Peaslee teaches courses in visual communication, blockbuster films and writing for feature film. His research focuses include media power, fan cultures, film, media and space, and global media. Peaslee can be reached at (806) 834-2562 or robert.peaslee@ttu.edu

Rob Weiner is a popular culture and humanities librarian in the [University Libraries](#). He can talk about the popular culture surrounding the "Star Trek" series. Weiner personally saw [Nimoy](#) during the actor's visit to Texas Tech in 1983, and he has seen every "Star Trek" movie on its opening weekend since 1986's "Star Trek: The Voyage Home."

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News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 2, 2016

CONTACT: George Watson, george.watson@ttu.edu
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Engineering Professor Awarded NIH R01 Grant to Study Cancer Drug Therapy
The grant will go toward developing a computer model that will consider personal and genetic factors when determining the most effective use of cancer drugs.

The survival rate for those inflicted with more forms of cancer has never been higher than it has today. Thanks to advancement in drug therapy and medical technology, the human race is closer to curing cancer than ever before.

But there is still much work to be done, because cancer hasn't been completely eradicated just yet. A grant from the National Institutes of Health awarded to a Texas Tech University engineering professor could be a huge step in that direction.

Ranadip Pal, an associate professor in the [Department of Electrical & Computer Engineering](#) in the [Whitacre College of Engineering](#), and Souparno Ghosh, an assistant professor in the [Department of Mathematics and Statistics](#) in the [College of Arts and Sciences](#), received a grant totaling \$641,745 over the next three years that will go toward developing a computer model that can predict the effectiveness of a cancer drug or combination of drugs depending on a variety of genetic and cellular factors unique to each individual.

This will allow doctors in the future who treat cancer patients to develop personalized methods of treatment and give the patient the best chance to survive cancer.

“This can be extremely beneficial because we are looking for personalized therapy for cancer, which is still kind of the Holy Grail of cancer research,” Pal said. “We’ve been searching for two or three decades and haven’t found it yet. Yes, we have improved overall cancer treatment and response to different drugs, and with a lot of cancers these days, the survival rates are really good, but there is still a lot that can be done.”

The research will involve taking biological data obtained through biopsies of various cancer patients and seeing how their various forms of cancer reacted to a certain drug or combination of drugs. But because there are so many types of cancer, as well as thousands of drugs used to treat cancer, doing so experimentally would take too much time and be prohibitively expensive.

But by narrowing the number of drugs and using a wide variety of cancer cells, Pal is hoping to get enough of a range where he can develop a computer model that will predict how cancer cells will react to a certain drug or combination of drugs, and then extrapolate responses for other drugs based on the model.

There are other factors, however, that must be taken into consideration, such as a person's DNA or gene expression, protein expression and metabolism. Because each person's genetic factors are different, Pal said it's like considering each patient having his or her own personal type of cancer.

That's where the computer modeling comes into play, giving researchers a response curve that gives them a clearer picture of how a drug reacts, taking into account all medical and biological factors instead of just one particular response along that curve.

"Previously we used to just take the median or the average response," Pal said. "Now what we can say is we can predict the whole thing. We are coming up with the mathematical framework that will allow us to do this."

The model also will be able to determine how certain cancer drugs would work based on various genetic mutations, or biomarkers, such as DNA brand and metabolism. Then drugs can be tailored to take those biomarkers into account in order to be most effective.

"If we can integrate all of the biomarkers together, then we get the complete picture rather than just looking at genetics," Pal said.

Pal feels the initial data set of drugs and types of cancer need to be as widespread as possible to broaden the mathematical predictions. The hope is the model will help doctors not only treat patients with hopes of extending their life but also improve the quality of that life as well in an effort to rid the world of cancer altogether.

"We are primarily working with targeted drugs whose overall side effects are much less compared to chemotherapy where the side effects are so high the quality of life decreases," Pal said. "If we are successful, we can say that for any person based on the tumor, we will be able to give a much more predictive model which can say what combination of drugs is suitable for that, and we can extrapolate that to predict toxicity. We can give a much better quality of life to that person rather than just trying to save a person or extend life span. The main goal is to extend the life span with a good quality of life."

Pal is in the stage of taking the initial data and building a model to study its performance and whether what they've seen in the preliminary data holds true for bigger data sets. He also has enlisted the help of a medical consultant who will look at what else is needed from a biological perspective and what needs to be incorporated, and what else may need to be incorporated into the mathematical model that hasn't yet been considered.



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He also is hoping the model can prove useful in other areas outside of this particular study.

“This is more of a computational framework that can be applied to any other engineering problem or where you are trying to predict a huge search space and it’s not feasible to do so experimentally,” Pal said.

Pal also has used this method of research to publish a book entitled “Predictive Modeling of Drug Sensitivity,” published by Elsevier Academic Press. The book gives an overview of drugs sensitivity modeling for personalized medicine that includes data characterizations, modeling techniques, applications and research challenges.

The book includes mathematical techniques used for modeling drug sensitivity as well as biological knowledge needed to guide a user to apply the mathematical tools in different biological scenarios.

“This book is targeted towards computational biology and medical researchers who are interested in applying mathematical and computational tools to analyze genomic and functional data for personalized therapies,” Pal wrote. “This book can serve as a text or reference book for introductory courses on computational biology for drug sensitivity prediction.”

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News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 2, 2016

CONTACT: George Watson, george.watson@ttu.edu
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Gov. Greg Abbott Appoints Texas Tech Professor to Small Business Board

Kelli Frias is an assistant professor of marketing in the Rawls College of Business.

Kelli Frias, an assistant professor in the [Area of Marketing](#) in the Texas Tech University [Rawls College of Business](#), has been appointed by Texas Gov. Greg Abbott to the Product Development and Small Business Incubator (PDSBI) Board.

The board, a revolving loan program overseen by the Texas Economic Development Bank within the Office of Economic Development Finance in the Office of the Governor, helps in the development, production and commercialization of new and improving products in order to promote small businesses within the state.

“It is such an honor to serve on the Product Development and Small Business Incubator board,” Frias said. “As a Rawls College of Business faculty member teaching and researching in topics related to technology commercialization and new product development, I see this as a great opportunity to serve my community here in Lubbock as well as the state of Texas.”

Frias’ expertise and research interest is in marketing strategy, technology commercialization, early-state venture marketing and entrepreneurship. She is a member of the American Marketing Association, the American Society of Engineering Education and the PhD. Project. Her work has been funded by a grant from the National Science Foundation.

She also is the lead organizer of the TEDx Conference at Texas Tech, which supports and promotes innovation and entrepreneurship at Texas Tech.

“Dr. Frias’ appointment to the Product Development and Small Business Development Board will be beneficial for the state, Texas Tech University and the Rawls College of Business,” said Paul Goebel, Rawls College of Business Interim Dean. “Her experience will be an asset in small business development efforts throughout the state and will serve as a gateway for Rawls College students to gain real-world insight.”

Frias was one of three people Gov. Abbott appointed to the board, joining El Paso businessman and community leader Clement Marcus and Jimmy Mize, market president and lending manager of the Nacogdoches branch of First Bank & Trust of East Texas.

“Texas continues to be a leader in business creation and innovation growth,” Frias said. “This board’s purpose is to foster that growth in part by providing financial aid in the development, production and commercialization of new and improved products and stimulate the development of small businesses in the state.”

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Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 6, 2016

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Theater Delta to visit Texas Tech University

The performance group travels around the country conducting interactive theater sessions to promote social change.

WHAT: The Texas Tech University [Graduate School](#) will host [Theater Delta](#), an interactive theater performance group, Wednesday (Sept. 7) and Thursday (Sept. 8). The group will conduct three sessions that aim to improve student and faculty mentoring relationships. Media are invited to all sessions.

Two sessions of “Cultivation: Mentoring Graduate Students” are open to Texas Tech faculty. The sessions will include topics like accessibility, setting boundaries, communicating critical feedback, guiding student research and favoritism.

One session, “Pro-Action,” is open to enrolled graduate students. The session will include topics like proactive communication, receiving critical feedback, setting deadlines, time management and setting boundaries with faculty members.

WHEN: Faculty members only
11:30 a.m. to 1 p.m. Wednesday (Sept. 7)
11:30 a.m. to 1 p.m. Thursday (Sept. 8)

Graduate students only
2:30 to 4 p.m. Wednesday (Sept. 7)

WHERE: Escondido Theatre, Student Union Building

WHO: Theater Delta tours universities, military bases and medical facilities to deliver performances on topics relevant to higher education. Past performances have included topics like mentoring, Title IX, eating disorders, sexual assault and stress.

After seeing the group perform the faculty mentoring piece at the Council of Graduate Schools meeting in Washington, D.C., Graduate School [Dean Mark Sheridan](#) said he felt the performances would be beneficial to Texas Tech faculty.

For more information about Theater Delta, visit their [website](#).

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News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 7, 2016

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Sexism | Cinema Film Series Announces Fall Lineup

The films will be screened at the Alamo Drafthouse in Lubbock.

Texas Tech University's [Women's Studies Program](#) will begin its fall [Sexism | Cinema film series](#) Wednesday (Sept. 7) to discuss how sexism is embedded, endorsed and/or challenged in the cinema.

The films feature female protagonists and will begin with a brief introduction before the screenings, followed by a 30-minute discussion led by Texas Tech faculty members and expert guest speakers.

The films selected for this series include:

- "Clueless" – 7 p.m. Wednesday (Sept. 7)
- "Chi-Raq" – 7 p.m. Oct. 5
- "Monsoon Wedding" – 7 p.m. Nov. 2
- "We Need to Talk About Kevin" – 7 p.m. Dec. 7

All members of the Texas Tech and Lubbock communities are invited to attend, and admission is \$3 for each film.

This series is sponsored by the Alamo Drafthouse, the Women's Studies Program, Texas Tech's [Risk Intervention and Safety Education](#) department and the Texas Tech [Cross-Cultural Academic Advancement Center](#).

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 7, 2016

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‘Tattoo Hunter’ to Speak on What Tattoos Say About Being Human

Lars Krutak has traveled the world, talking with indigenous tribes about the meaning behind their tattoos.

WHAT: Lars Krutak, a tattoo anthropologist and author of the books “The Tattooing Arts of Tribal Women” and “Tattooing Traditions of Native North America: Ancient and Contemporary Expressions of Identity,” will speak about his work with indigenous tribes throughout the world.

Krutak has studied the diverse forms and symbolism of tattooing, such as to mark life achievements, assert tribal identity or for therapeutic or cosmetic purposes. Other tribes marked their bodies with magical symbols intended to promote fertility, attract prey or protect the person from malevolent spirits.

He will speak on the ancient traditions behind tattoos, discussing how tattooing exposed individual desires and fears, plus cultural and religious values. Krutak also will cover tattoo revivals across native North America.

WHEN: 6 p.m. Friday (Sept. 9)

WHERE: Helen DeVitt Jones Auditorium, Museum of Texas Tech University, 3301 4th St. (west entrance)

WHO: Lars Krutak is a tattoo anthropologist and author who has spent the last two decades traveling the world learning about unique tattoos and the meanings behind them. He has a special interest in preserving indigenous knowledge of tattooing. Through his publications and Discovery Channel series “Tattoo Hunter,” Krutak has worked to reveal the cultural diversity of tattoos and the stories they represent.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 8, 2016

CONTACT: Heidi Toth, heidi.toth@ttu.edu

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Red Raiders Go to Washington: Doctoral Students Win STEM Education Awards

Richard Velasco and Janice Mak, both students in the Global PRiSE program, are among the 213 educators honored for 2014 and 2015.

Two Texas Tech University doctoral students today received the highest honor given to teachers in the United States.

Janice Mak and Richard Velasco, both students in the [Global Pragmatic Researchers in Science Education](#) (Global PRiSE) program in the College of Education, are in Washington, D.C., this week (Sept. 7-9) to receive Presidential Awards for Excellence in Math and Science Teaching.

Receiving the award was the culmination of two years of applying, answering questions and waiting. Two math or science teachers from each state receive the award each year, with secondary and elementary school teachers eligible in alternate years. The U.S. territories are grouped together as one state, with the exception of Puerto Rico.

“The Presidential award is one of the most prestigious honor for American teachers of science and mathematics, so we are very proud of the outstanding accomplishments of these exceptional educators who have chosen Texas Tech for advanced studies,” said Walter Smith, the Helen Devitt Jones Professor of Education.

Velasco, who taught math for more than eight years in Guam, called the wait agonizing. He applied in April 2014 and found out he won in the summer of 2016. In that time he and his wife left Guam and moved to Washington.

“Literally just one week after we actually moved here, I received the official letter of selection via email while in the car with my wife as we were about to eat at a restaurant,” Velasco said. “We both erupted in tears of joy. It was quite overwhelming, as I felt truly honored and grateful. At the same time, I felt a huge sense of relief that the agonizing wait was finally over.”

There also was a tinge of sadness.

“It is little bittersweet, as I won the award to represent Guam, but unfortunately I’m not there to celebrate with my family, friends, colleagues, district and my students who were all integral in helping me achieve this.”

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The award recognizes educators who develop and use high-quality classroom programs that help students learn and appreciate math and science. The National Science Foundation sponsors the award. Nominees must answer a number of questions about their teaching and send a video of themselves teaching a STEM-related lesson.

Until this year, Mak was a STEM teacher at Explorer Middle School in Phoenix and an instructional coach for the district's elementary school gifted teachers. This year she has moved into administration. She also has been nominated for the Arizona State Board of Education and is awaiting confirmation from the Arizona State Senate.

“This award affirms what I do each day by engaging my students in learning that inspires them to question, observe, analyze and reflect in order to produce innovative solutions,” Mak said. “It honors the mentors, colleagues and students who have inspired, guided and supported me to become the educator I am today.”

Their passion for global STEM education led both Mak and Velasco to Texas Tech for their doctoral degrees. Velasco hopes to use his research to help schools in Guam and Micronesia integrate STEM education into their curricula.

“Having been born and raised in Guam, and having many other students from the Micronesia region, my heart has grown fond of reaching out to that specific community,” he said.

Mak, who is starting her fourth year in the program, said she wanted a focus on pragmatic research that was focused on helping teachers.

“Having personally spent more than 10 years abroad, I could not have been more pleased with the emphasis on global collaboration in the program,” Mak said. “The hybrid nature of the program provides me with the support of being in a cohort and allows me to balance my coursework with my professional work, which in turns allows me to bring a unique lens and perspective to my research.”

About the GlobalPRiSE program

The Global Pragmatic Researchers in Science Education doctorate program is designed for students who want to specialize in STEM education with a global perspective. The coursework is primarily done online; students come to campus for two weeks every summer for the duration of the program.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 8, 2016

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Texas Tech University Press Honored with Literary Awards

Authors named finalists of WILLA Literary Awards.

[Texas Tech University Press](#) (TTUP) publications “Chasm” by Susan Cummins and “Mysteries of Love and Grief” by Sandra Scofield were both named finalists in the WILLA Literary Awards sponsored by Women Writing in the West. Cummins was named a finalist in the contemporary fiction category and Scofield in the creative nonfiction category.

“The TTUP books chosen to be honored represent the diversity of our publishing lists and our authors,” said Courtney Burkholder, TTUP director. “‘Chasm’ is a mystery novel starring a geologist sleuth, while ‘Mysteries of Love and Grief’ is comprised of creative nonfiction essays about the author’s grandmother. Both authors have written many books over the course of their careers.”

The winners will be honored in October at the [WWW Conference](#) in Santa Fe. The winning authors of the WILLA Literary Awards are chosen by professional librarians, historians and university-affiliated educators.

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DATE: Sept. 9, 2016

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Glenna Goodacre Announces Retirement with Sculpture Gift to Rawls College

“CEO” is the newest addition to several Goodacre sculptures on campus and depicts a businesswoman on the move.

Sculptor and Lubbock native Glenna Goodacre will gift a special piece from her collection to the Texas Tech University [Rawls College of Business](#) on Rawls Day, Tuesday (Sept. 13), at the unveiling of the college’s building addition.

The gifting coincides with Goodacre’s retirement from a 50-year career of sculpting.

“‘CEO’ is a 6-foot, 4-inch bronze sculpture that features an astute, active businesswoman on the move,” said Dan Anthony, Goodacre’s manager. “Glenna’s daughter, Jill Goodacre Connick, modeled for the sculpture in the sculptor’s Santa Fe studio in 1985.”

Anthony said the name of the sculpture was given out of respect for women business leaders. Goodacre is the CEO of her own corporation, which was established in 1979.

Anthony said Goodacre has cleared out her studio and given her sculpting tools, clay and studio equipment to the New Mexico School For The Arts, an arts-based high school in her hometown of Santa Fe. Goodacre’s corporation will be dissolved by the end of 2016, he said.

“She is destroying her molds for existing sculptures, has ceased making new works and is selling or gifting pieces from her private collection,” Anthony said.

On March 16, Anthony said he approached Ryan Todd, Rawls director of development, and Interim Dean Paul Goebel about gifting the sculpture to the college.

“At the end of April, the sculpture was enthusiastically approved by the Board of Regents and accepted by the [Texas Tech Public Art Program](#),” Anthony said. “A site was chosen for the piece near areas for study and dining in the east courtyard of the new expansion.”

Goodacre has had a long relationship with Texas Tech, with many of her works appearing on campus. The largest piece is the towering standing statue of former Texas Gov. Preston Smith at the Administration Building. The most popular is “Park Place at Talkington Plaza” in front of the [College of Human Sciences](#) near the east entrance to the campus. A favorite among young visitors to the [Museum of Texas Tech](#) is “Tug O’ War” at the front entrance to the museum.

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Goodacre's parents graduated from Texas Tech, her mother, Melba Tatom Maxey, in 1933 and her father, Homer G. Maxey, in 1931.

For more information about Goodacre, visit her [website](#).

For more information about the Rawls College of Business, visit the [website](#).

CONTACT: Dan Anthony, manager, goodacre@glennagoodacre.com



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DATE: Sept. 9, 2016

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Museum of Texas Tech to Host Director of National Museum of Afghanistan

Fahim Rahimi will deliver a lecture about the museum's efforts and challenges in protecting Afghanistan's heritage.

[The Museum of Texas Tech University](#) will host a lecture by [Fahim Rahimi](#), director of the [National Museum of Afghanistan](#), at 6 p.m. Wednesday (Sept. 14) in the Helen DeVitt Jones Auditorium. Rahimi, who specializes in cultural heritage management and preservation, will deliver the lecture, "Fighting for the Nation's Cultural Heritage: Efforts and Challenges of the National Museum of Afghanistan."

"This is a rare and valuable public lecture," said Hyojung Cho, associate professor of heritage management at the Museum of Texas Tech. "It hopefully will serve as a foundation to build a collaborative relationship between the two museums for their professional capacity building and exhibition development and an opportunity for Texas Tech to contribute to the collective efforts for safeguarding world heritage."

Organized theft and destruction of cultural heritage is more severe than ever, Cho said. Heritage is closely linked with the past, present and future of a community or nation, and safeguarding that heritage promotes a country's identity, supports diversity and fights crimes and terrorism, she added.

"Museums protect and promote heritage, the treasure of mankind," Cho said. "The National Museum of Afghanistan has conserved important cultural property of Central Asia, fought illicit trafficking of cultural property and regained valuable artifacts by international collaborations."

Cho said the lecture will focus on the powerful case of protecting world heritage and the remaining challenges, which demand awareness and actions by more than just museums and governments.

"The lecture is not just for museum professionals or academic scholars," she said. "I hope to raise awareness of these issues in the Lubbock community. After all, why do we read world news? It's all our issues, closer than we think."

Before being appointed as director in January, Rahimi served as curator and then chief curator and was responsible for one of the most significant collections of ancient and Islamic art in Central Asia. He organized a number of important exhibitions, including, "Mes Aynak: New Discoveries along the Silk Road," "Buddhist Heritage of Afghanistan"

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and “1000 Cities of Bactria.” In addition, he played a major role in organizing the international traveling exhibition “Hidden Treasures of Afghanistan.”

Rahimi holds a bachelor’s degree in archaeology and anthropology from Kabul University and studied heritage preservation and curatorial studies at Vienna University and at the International Center for the Study of the Preservation and Restoration of Cultural Property in Rome. He was a Fulbright Scholar, and is pursuing a master’s degree in anthropology and heritage preservation at the University of Pennsylvania.

The lecture is free and open to the public, and a reception with light food and drink will follow. Welcome remarks will be given by Texas Tech President Dr. Lawrence Schovanec and Gary Morgan, executive director of the Museum of Texas Tech. The lecture is partially funded by the [International Cultural Center](#).

For more information about the National Museum of Afghanistan, visit its [website](#).

For more information about the Museum of Texas Tech University, visit the [website](#).

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 9, 2016

CONTACT: George Watson, george.watson@ttu.edu
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Rawls College of Business Expansion Opening, Sculpture Unveiling Set for Sept. 13

The \$15 million expansion will add more than 38,000 square feet to the existing building.

WHAT: Rawls College of Business west wing expansion ribbon cutting and “CEO” sculpture unveiling

WHEN: 11 a.m. Tuesday (Sept. 13)

WHERE: Rawls College of Business, 703 Flint Ave.

EVENT: The [Rawls College of Business](#) will host a ribbon cutting to open its new west wing expansion, a \$15-million project that will add 38,421 square feet of office, classroom and study space to the existing structure.

Among the additions included in the expansion are four new classrooms, a behavioral research laboratory, a state-of-the-art testing center for student exams and a multipurpose space for events, guest speakers and student engagement.

Also as part of the event, a new sculpture entitled “CEO” will be unveiled in the west courtyard. The statue is a gift from famous Lubbock sculptor Glenna Goodacre.

A limited number of parking spaces will be reserved for media wishing to cover the event. The spaces are in front of the circle drive to the west of the Rawls College of Business building parking lot will be marked with cones for media vehicles. Media are encouraged to arrive early.

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

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 9, 2016

CONTACT: Kristen Barton, kristen.j.barton@ttu.edu
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Texas Tech University Climate Science Center to Host “Science by the Glass” The event will include a discussion on water in the U.S.

WHAT: The Texas Tech University [Climate Science Center](#)’s “[Science by the Glass](#),” a series of events to discuss climate, science and society will feature a discussion with [Alexander Pearl](#) titled “The (Next) Big Short: Our Water Crisis.” Pearl is an assistant professor of law and the director of the [Center for Water Law and Policy](#). His discussion will focus on water in the United States. The event is free and open to the public.

WHEN: 5 p.m. Tuesday (Sept. 13)

WHERE: Fox & Hound Pub, 4210 82nd St., Suite 240

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CONTACT: Breanna Allen, communication and outreach coordinator, Climate Science Center, Texas Tech University, (806) 834-3222 or breanna.allen@ttu.edu



News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 9, 2016

CONTACT: K'Leigh Sims, kleigh.sims@ttu.edu
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'The Big City Felt Small After That:' Alumni Recall 9/11 Attacks

Brent and Tina McCutchin, who both graduated from Texas Tech University, give their firsthand account of the terrorist attacks on Sept. 11, 2001, for its 15th anniversary.

Fifteen Septembers later, the terrorist attacks on Sept. 11, 2001, are still haunting us today. The scenes that replay in our heads and on the news seem to be out a movie, but the tragic events that happened on that fateful day were real. We can even recall what we were doing when it happened, where we were and how the day unfolded because it is so ingrained in our minds.

Brent McCutchin remembers checking the weather before he left for work that day. He was wearing a golf shirt and walked from Times Square to his office at MCI Telecommunications in the MetLife Building on Park Avenue. It was one of the most beautiful days he had seen in New York City, he said.

His wife, Tina, was pregnant with their first child. She remembers wearing regular pants, thinking the weather was really nice and that she would soon begin wearing maternity pants while on her way to work. She worked at Saks Fifth Avenue for its online store and arrived at work a little later than usual. It was the day of the New York City mayoral primary elections.

The seemingly normal day in New York City would soon change for the couple as it did for the whole country forever.

A young couple

Tina and Brent were just babies when they moved to New York City, Tina said.

Both grew up in Lubbock. She graduated from Coronado High School; he graduated from Monterey High School.

"I'm a proud Plainsman, for the record. Even though Tina is a Coronado Mustang, we figured out a way to get along," Brent joked.

He and Tina had known each other their entire lives and began dating while attending Texas Tech University. He was working on his bachelor's degree in communications and

she was working on her bachelor's degree in fashion merchandising. The two graduated from Texas Tech in 1996-97 and were married the following April.

After graduation the couple moved to San Francisco, then soon after moved to New York City in 1999. They lived on the Upper West Side of Manhattan and worked in Midtown Manhattan, just three miles northeast of the World Trade Center.

When they moved to the Big Apple, they couldn't believe they were really there.

Brent said they acted like tourists when they arrived.

"We were really just kids," he said. "We were maybe only 25 when we moved. One time, we went to the towers and just stood in between them and took pictures looking straight up. We thought, 'Wow! We grew up in Lubbock and here we are, just two kids living in Manhattan,' while we stood there. It was the coolest thing."

That day

On that beautiful September day, Brent and Tina's day began no different than usual. They both got ready and began their commutes to Midtown Manhattan.

Shortly after Brent got to his office, his mother called.

"My mom called, which was unusual unless something was going on during business hours," he said. "I took the call and she said, 'Hey, they're showing a plane hit the World Trade Center,' and my initial response was that it had to have been a private plane, pilot error or something like that. It was weird."

"It hadn't really hit the news yet. The news about the plane was on the local AM radio for New York, and they said a plane hit the towers but no one understood the size or anything about it. My mom then called me back about 20-30 minutes later and said, 'Brent, it was a commercial plane.' Right as she said that all of the building alarms started going off."

The leaders of Brent's office came quickly after he received his mother's second call. They told all of the people in the building to leave their belongings and leave immediately.

By then, the second plane had crashed into the south tower.

"After we cleared the building, I just started walking west," Brent said.

Now in Midtown Manhattan on Madison Avenue, Brent could look southwest and the World Trade Center towers were framed perfectly as if they were right at the end of the street.



“I remember walking up to Madison Avenue and all of the taxi cabs had just stopped. All traffic had stopped,” he said. “When I looked down Madison Avenue, I saw so much smoke and the magnitude of what was going on. It was bizarre, especially since all of the cabs had stopped, which was just crazy. At that moment, everyone was just looking down Madison Avenue and we were all just seeing it unfold before our eyes. You couldn’t really understand what was going on; you could just see it.”

After evacuating from the MetLife building, Brent caught one of the last subways back to the Upper West Side of Manhattan. Tina’s building, on 50th and Fifth Avenue, hadn’t even cleared yet.

By the time she and her coworkers evacuated, the subways had shut down. So they walked.

“I was about five months pregnant,” Tina said. “It was pretty scary. I was walking down Fifth Avenue and remember seeing a big hole in one of the towers and all of the smoke that surrounded the area. Smoke was everywhere. Just like Brent said, everybody just stopped. There was not one taxi driver who hadn’t stopped. All of their car doors were open and we just didn’t really understand what was happening. Everyone was asking what was going on.”

It was as if time stood still. Everything froze – jobs, businesses, taxi cabs, traffic – and it stayed that way for several days.

“You know how people always say New Yorkers are unfriendly?” Tina continued. “It was the complete opposite that day. Everyone from work walked together, and we would drop people off as we went along our way. I just remember everyone coming together and talking to one another, even if it was people you didn’t know.”

When Brent and Tina met back at their apartment on the Upper West Side, one of their neighbors was still waiting to hear whether his wife was safe. Brent sat with him until he received word on her whereabouts.

“Our neighbor worked from his apartment and his wife worked at the New York Stock Exchange,” Brent said. “By the time we got home, all of the phone lines were jammed and no calls could get out. I ended up sitting with him for an hour or so, and by this time the towers had collapsed and the stock exchange building was right around the corner. He didn’t know where his wife was.

“After a while, he needed to step outside to get some air and it was then that his phone rang. His wife had got caught in all of the smoke from when the towers came down, but she and a group of people were able to make it out safely. In his wife’s group, they had to walk from the stock exchange building all the way through the east side for several miles, across the park and on to the west side.

“Somebody’s spouse in that group of people was able to get a phone call through to the group and took all of the names and numbers of that group’s family members to let them know they were OK. And that was the call that came through to my neighbor.”

When the neighbor’s wife finally got home, her suit was covered in grey ash. She said everyone was trying to get away from the wall of ash that billowed up when the towers collapsed. People dove under cars, ran away or even jumped into the Hudson River.

“They just didn’t know what was behind that wall of ash, which was the scary thing,” Tina said.

Later that evening, out on the street around their apartment building, everyone came out with candles for a vigil to remember the thousands of people who died. It was the unity Tina remembers most.

The aftermath

In the days that followed the 9/11 attacks, the sound of fire trucks and police sirens were constant and the smell of ash lingered in the air. The chaos and horrific sights that engulfed New York City were nothing like anyone had seen before.

Almost immediately Brent had to go back to work. MCI, the telecommunications company for which he worked, brought a satellite phone truck filled with phone booths to the family crisis center so people could make free calls to anyone, anywhere.

“We manned that truck around the clock,” he said. “It was helpful for people who were from out of the country to make free phone calls around the world to their loved ones to let them know they were safe.”

Once he got back to his normal duties, he began helping financial institutions get back up and running so the stock exchange could reopen.

“The stock exchange had been closed down for five or six business days,” he said. “There were so many of our clients that had become disconnected from the stock exchange, and it seemed like for me and back then, the country needed the stock exchange back open and commerce going again.

“Pretty much we were working in constant shifts to get businesses and financial companies reconnected to the stock exchange so the country could open up for business again. It was a focus for the people in New York to show that it was going to power on, and for the stock exchange, reopening meant the city was going to come back.”

When Tina went back to work a few days after the attacks, she said for about a month after memorial services occurred every day.



“My office was next to the St. Patrick’s Cathedral on Fifth Avenue,” she said. “I would be sitting in my office, and I could hear the bagpipes coming. Whenever you heard that sound, you knew it was a service member’s funeral.”

Tina also was a member of the Junior League and helped make food for the New York fire and police departments.

Remembering 9/11 15 years later

Even though it happened 15 years ago, Brent and Tina remember 9/11 as if it happened yesterday.

Fortunately, neither knew anyone who died in the attacks.

“We didn’t lose anyone,” Brent said. “We knew a few in the towers that, thankfully, made it out alive. But from that perspective, we were just two of the many in the city that day. We weren’t among the thousands who lost a parent or a spouse. We were just witnessing it.

“It’s not something we talk about much. It’s a strange day that 15 years later is still driving our country’s activities every second of every day.”

Shortly after their first child was born in 2002, they moved back to Texas. They now reside in Austin with their three children.

“9/11 is a reminder to hug our kids a little tighter, because so many children lost their parents that day,” Brent said. “It also is a source of motivation because of all of the people who had the courage to run into those buildings that day.”

Even though it was a terrible tragedy, both Brent and Tina are proud of how New York City rebuilt itself from the ashes.

“Seeing the New York community come together to help each other was wonderful,” Tina said. “It didn’t matter if you knew anyone or not. Everyone just came together and rallied around each other. The big city felt small after that.”

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 9, 2016

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TUNE-IN! to the String Project's Opportunities for Music Lessons and More
The School of Music project is holding an open house to introduce local elementary school students and their parents to the benefits of learning a string instrument.

WHAT: Texas Tech University's String Project is hosting TUNE-IN!, an informational open house for Lubbock fourth-graders interested in learning to play a string instrument, and their parents.

The String Project, designed to provide opportunities for students to receive musical instruction on the violin, viola, cello or double bass at a reduced cost. Members at the open house will answer questions, play their instruments, register participants and help the children try out a variety of string instruments.

Pizza will be served. Families are invited.

Interested families also can register for the String Project [online](#) by Sept. 16. Tuition is \$90 a semester (\$50 for students eligible for free or reduced lunch) and includes class instruction two days a week and one private lesson.

More information on the String Project and the performances with which students will be involved, including a concert with Trans-Siberian Orchestra co-founder Mark Wood, can be found on its [website](#).

WHEN: 4:30-7 p.m. Tuesday (Sept. 13)

WHERE: Band hall (Room 010), Texas Tech School of Music, 18th Street and Boston Avenue

About the String Project

The Texas Tech University String Project was established in 2001 in part with the National String Project Consortium and the American String Teachers Association. The program was initially funded by a three-year grant from the Fund for the Improvement of Postsecondary Education with matching contributions from Texas Tech. Now the program is funded by student fees and contributions by Texas Tech.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 12, 2016

CONTACT: Kristen Barton, kristen.j.barton@ttu.edu

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Chris Oglesby Collection, Exhibit Now at Southwest Collection/Special Collections Library

The collection with the Crossroads of Music Archive is open for research.

The Crossroads of Music Archive in the [Texas Tech University Southwest Collection/Special Collections Library](#) (SWC/SCL) has opened the Chris Oglesby collection for research. The author donated the research materials used for his book “Fire in the Water, Earth in the Air: Legends of West Texas Music” in January. The collection includes many pieces such as biographies, correspondence, photographs and audio interviews. An exhibit showcasing the collection is in the Coronelli Globe Rotunda at the SWC/SCL at 15th Street and Detroit Avenue.

Curtis Peoples, archivist for the Crossroads of Music Archive, curated the exhibit and Lyn Stoll, exhibitions and outreach for SWC/SCL, facilitated it.

The 10th anniversary of the book’s publication was on Sept. 1, and Oglesby will do a book signing at 7:30 p.m. Thursday (Sept. 15) at the Tornado Gallery located at 1822 Buddy Holly Ave.

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News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 12, 2016

CONTACT: K'Leigh Sims, kleigh.sims@ttu.edu
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Frenship High School Counselor Receives Honor from Texas Tech

The award will be presented to Julie Pratt from Frenship High School Tuesday (Sept. 13) at the McKenzie-Merket Alumni Center.

Julie Pratt, lead counselor at Frenship High School, has been honored with the Excellence in College Admission Counseling award given by Texas Tech University's [Office of Undergraduate Admissions](#).

Pratt will be presented with the award Tuesday (Sept. 13) at the McKenzie-Merket Alumni Center on campus.

The award honors college advising professionals who demonstrate actions that go above and beyond to create access to higher education for students; support Texas Tech's efforts to increase enrollment and diversity and promote student success; and participate in Texas Tech's recruitment programming.

"Working with Julie has been an absolute honor for our team, as she is deeply committed to the students and makes sure they have all of the resources they need to be college-ready," said Jamie Hansard, Texas Tech executive director of admissions. "Her dedication to the students is awe-inspiring, and Texas Tech wants to recognize her contributions to these young students' lives."

According to the selection committee, Pratt was chosen based on her emphasis in understanding the programs offered by Texas Tech so she is able to better inform her students about the opportunities available to her students at Texas Tech. She has participated in counselor development programs such as Summer Showcase and attends Texas Tech's annual counselor update.

"Julie starts each semester with a plan and is ready to help each and every kid," said Hollie Stanton, Texas Tech's recruitment manager for West Texas. "She spends many hours meeting one on one with the juniors and seniors to make sure they are on task."

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 12, 2016

CONTACT: George Watson, george.watson@ttu.edu
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Texas Tech Celebrates Philanthropic Legacy of Jack and Donovan Maddox The state-of-the-art Maddox Engineering Research Center will open Sept. 16.

- WHAT:** Texas Tech University will celebrate the legacies of Jack Maddox and Donovan Maddox with the opening of the Maddox Engineering Research Center
- WHEN:** 3 p.m. Friday (Sept. 16)
- WHERE:** 1010 Boston Ave. (south end of the Engineering Key at Memorial Circle)
- EVENT:** [Texas Tech University System](#) officials will celebrate the legacies of Jack Maddox and Donovan Maddox with the grand opening of the Maddox Engineering Research Center, cutting-edge facility that occupies the former Media & Communication building. Renovations were made possible by a lead gift of \$7.5 million from the J. F Maddox Foundation of Hobbs, New Mexico.
- Texas Tech University System Chancellor Robert Duncan, [Edward E. Whitacre Jr. College of Engineering](#) Dean Al Sacco, Jr., J. F Maddox Foundation President James M. Maddox and artist Frank Swanson will deliver remarks during the grand opening. Tours of the building will be available following the ceremony.
- The renovations to the 80,000-square-foot building have created additional research, classroom and office space for faculty and students. The center will house the Jack Maddox and Donovan Maddox Distinguished Engineering Chairs as well as their research teams.
- The building is also home to a Joint User Materials Synthesis and Characterization laboratory, flexible research space on the first and second floors, offices for faculty and graduate students, meeting and conference rooms, a 50-seat lecture hall for distance education and upgraded classroom space.

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Office of Communications and Marketing

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 12, 2016

CONTACT: Heidi Toth, heidi.toth@ttu.edu

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Trash to Treasure: Smithsonian ‘Eco-zibit’ Opening at Museum of Texas Tech

“Green Revolution” is constructed entirely of local materials that have been creatively reused, recycled and resourced.

Who said a traveling exhibit actually has to travel?

“Green Revolution,” a collaboration between the [Smithsonian Institution Traveling Exhibition Service](#) (SITES) and Chicago’s Museum of Science and Industry, is opening at the [Museum of Texas Tech University](#) this week, but it’s not coming by train, plane or automobile. This traveling exhibit, designed to teach children and their families about critical issues facing the environment and what people can do to help, came via email and then was constructed made of local used and recycled materials.

The exhibit includes five modules:

- Carbon Footprint
- Composting & Gardening
- Energy
- Hybrid House
- Waste Not

This hands-on project helps raise awareness about the fragility of the Earth and demonstrates solutions to more effectively protect the air, water, soil and wildlife necessary for human life. Visitors also will learn the effects of climate change on the planet’s ecosystems.

“Each iteration of the exhibit has a local flavor, so we want this show to be relevant to West Texans,” said Gary Morgan, executive director of the museum. “Texas Tech is very active in studying and teaching issues of sustainability and has a national profile in things like climate science and renewable energy. Our intention is not to preach to audiences but rather to inspire people to think about what they can do to reduce the human footprint on Texas.”

“Green Revolution” opens Friday (Sept. 16) and runs through Jan. 15. Depending on the weather, the exhibit may have both outdoor and indoor elements. The Museum of Texas Tech is located at 3301 4th St. and is open from 10 a.m. to 5 p.m. Tuesday through Saturday and 1-5 p.m. Sunday. It is free and open to the public.

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News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 13, 2016

CONTACT: George Watson, george.watson@ttu.edu

(806) 742-2136

Rawls College of Business Unveils West Wing Expansion

The \$15 million expansion adds more than 38,000 square feet to the existing building.

As Texas Tech University continues to produce graduates who are some of the most well-equipped young leaders in today's workforce, the ability to continue that success in the business community took a prominent step forward Tuesday (Sept. 13).

The [Rawls College of Business](#) unveiled its \$15 million west wing expansion, adding 38,241 square feet of space for faculty and an ever-growing student population that is expected to reach 6,000 students by 2020.

"We are excited to unveil this expansion, which will help the Rawls College of Business keep up with the continued growth and interests from students around the world," Interim Dean Paul R. Goebel said. "The new testing and research spaces as well as the other amenities will maintain the Rawls College's quest for excellence in preparing the next generation of business leaders."

Designed by Parkhill, Smith and Cooper and built by Lee Lewis Construction – the original architect and builder for the Rawls College of Business building that opened in 2012 – the 42,901-square-foot addition matches the current building's design and includes four new classrooms, a third-floor behavioral research laboratory, a state-of-the-art testing center for student exams and a multipurpose space for events, guest speakers and student engagement.

"This addition reflects the quality and growth in the educational community of the Rawls College of Business," Texas Tech President Lawrence Schovanec said. "This is attributed to the faculty and staff of the college, and also the alumni, such as Jerry Rawls, whose commitment to Texas Tech advances the reputation of this college and the university."

The expansion also will add more faculty and doctoral student offices, a new office for the study abroad program, private study rooms for students, a conference room for student organizations, seminar rooms for doctoral students, "think tank" rooms with white boards and an outdoor courtyard.

The new wing also will feature artwork by Texas Tech alumnus Baron Batch as well as public art pieces by Glenna Goodacre and Koryn Rolstad.

The Goodacre art piece, “CEO” was gifted to the Rawls College of Business as the noted artist [announced her retirement](#) last week. The sculpture is of Goodacre’s daughter, Jill Goodacre Connick, who modeled for the piece in 1985.

Goodacre has had a long relationship with Texas Tech, with many of her works appearing on campus. The largest piece is the towering standing statue of former Texas Gov. Preston Smith at the Administration Building. The most popular is “Park Place at Talkington Plaza” in front of the [College of Human Sciences](#) near the main entrance to the campus. A favorite among young visitors to the [Museum of Texas Tech](#) is “Tug O’ War” at the front entrance to the museum.

There also will be a Chick-fil-A eatery (opening in the spring) in the courtyard as well and entrance on the west side that will enhance the experience for visitors to that side of campus.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 13, 2016

CONTACT: Heidi Toth, heidi.toth@ttu.edu
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Texas Tech to Recognize Early College High School and Dual Credit Students

The program, which started this year, is a partnership between Texas Tech University and Lubbock Independent School District.

WHAT: Texas Tech University and Lubbock Independent School District are hosting a luncheon to recognize the inaugural Early College High School cohort and continuing dual credit students. Texas Tech President Lawrence Schovanec, [College of Education](#) Dean Scott Ridley and Estacado Early College High School Principal Angelica Wilbanks will speak at the event, which recognizes the scholarship recipients.

Estacado [Early College High School](#), which is funded in part through the East Lubbock Promise Neighborhood and Texas Tech, will allow high school students to earn dual credit hours that count toward high school and college degrees. Students who enter the program their first year of high school will graduate in four years with up to 60 hours of college credit. The program began this semester.

WHEN: 11:30 a.m. Wednesday (Sept. 14)

WHERE: Room 001, College of Education building, 18th Street and Detroit Avenue

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TEXAS TECH CONTACT: Lauren Brownell, director of communications and public relations, College of Education, Texas Tech University, (806) 834-5188 or lauren.brownell@ttu.edu

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 14, 2016

CONTACT: Kristen Barton, kristen.j.barton@ttu.edu
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Cross-Cultural Academic Advancement Center to Host El Grito Event

The event celebrates the day Mexico gained independence from Spain.

WHAT: The [Cross-Cultural Academic Advancement Center](#) will celebrate El Grito, the day Mexico declared independence from Spain. This day honors traditions and the culture of Mexican-Americans and various other Hispanic populations. The event is free and open to the public and there will be free food and beverages. The center is hosting the event with the Catholic Diocese of Lubbock and Bishop Placido Rodriguez. In case of inclement weather, the event will be moved inside to the SUB Ballroom.

WHEN: 9 p.m. Thursday (Sept. 15)

WHERE: North Plaza Texas Tech University Student Union Building (SUB)

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CONTACT: Ruben Lopez, unit coordinator, Cross-Cultural Academic Advancement Center, Texas Tech University, (806) 834-7801 or ruben.a.lopez@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 14, 2016

CONTACT: Kristen Barton, kristen.j.barton@ttu.edu

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Library Unveils New Laptop Kiosk

The kiosk allows anyone with a Texas Tech ID to check out a Dell laptop.

The Texas Tech University [Library](#) is now offering a Dell laptop kiosk for anyone with a Texas Tech ID to check out a laptop. The kiosk holds 12 laptops and is available during library business hours.

“This system is great for students who might not have a laptop, or who need one for a few hours to complete a project,” said [Bella Gerlich](#), professor and dean of Libraries.

Once a laptop is checked out it can remain checked out for up to four hours and can be taken out of the library. All of the laptops have the same software as the public computers in the library. Anyone using the laptop should save all work to a USB drive or online, the laptops will be wiped when they are returned.

Failure to return the laptop on time will result in a \$1 fine per hour for up to a week. After a week, anyone with a laptop still in their possession will be billed for the cost of their laptop.

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News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 14, 2016

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Media & Communication to Host Ribbon Cutting Friday for Communication Training Center

The center will help foster improved communication throughout the university.

The ribbon cutting for Texas Tech's new Communication Training Center (CTC) will be at 11 a.m. Friday (Sept. 16) at the McKenzie-Merket Alumni Center. The ribbon cutting is open to the public.

David Perlmutter, Dean of the [College of Media & Communication](#), said he sees the CTC, which will be housed in the Media & Communication building, as a tool that will help increase the quality of various aspects of communication throughout the university and beyond.

"The Communication Training Center is at the core of the 10-year [Quality Enhancement Plan](#) at Texas Tech," Perlmutter said. "We are deeply honored to propel forward the mission of improving oral and visual communication skill sets for teaching, public and policymaker engagement, and workplace preparedness."

Luke LeFebvre, director of the new CTC, said he is looking forward to working across the institutional landscape with faculty and graduate students from a wide range of disciplinary backgrounds to improve oral and visual communication for undergraduate students in the classroom.

"The CTC's short-term primary objective has and continues to be the work with core curriculum coordinators, particularly those core coordinators overseeing large multi-section courses," LeFebvre said. "These courses play a fundamental role in the undergraduate student experience during their first and second years at Texas Tech University. We want to ensure instructors, faculty or graduate students who teach these courses feel competent about how to integrate meaningful student engagement around the content of the course and are confident communicating with the students in their classes, both orally and visually."

Texas Tech President Lawrence Schovanec said the college's role in creating the CTC will help with the new initiative to improve students' communication skills and multicultural awareness.

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“The CTC will play an essential role in helping Texas Tech meet the objectives of our recently adopted Quality Enhancement Plan,” Schovanec said. “Through the CTC, and supported by the expertise in the College of Media & Communication, students and faculty will be better trained and informed about this new initiative.”

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 14, 2016

CONTACT: Benjamin Robinette, Benjamin.robinette@ttu.edu
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Texas Tech School of Music Faculty to Collaborate for First Fall 2016 Concert

The season will open with a recital featuring three small-group works, including two commissioned or composed by Texas Tech faculty.

As part of an ongoing series of chamber music collaborations, Texas Tech University [School of Music](#) faculty will present three small-group works in a recital at 4 p.m. Sunday (Sept. 18) in Hemmle Recital Hall. The recital is the first featured concert of the fall 2016 academic semester and is free and open to the public.

Two of the works on the program were commissioned or composed by Texas Tech faculty. David Shea, professor of clarinet; Kevin Wass, professor of tuba; and collaborative pianist Susan Wass will perform “Shadowbook (Three Songs in the Night)” by Cambridge, Massachusetts, composer and organist Carson Cooman. The work was commissioned by the Wassses in 2013.

“Eight Hands,” a quartet for flute, clarinet, saxophone and piano, was composed by Matthew Santa, professor of music theory. Shea, along with Lisa Garner Santa, professor of flute; David Dees, professor of saxophone; and Carla Cash, associate professor of piano, will perform the work. They were the original group that premiered the piece in 2014.

The title of the work refers both to the eight hands of the performers that work together to realize it on stage and to eight hands of poker, Matthew Santa said. The titles of the individual movements refer both to specific hands in the game of poker and to human states of being.

“Just as any game has its rules, any composition has its governing principles,” he said. “In ‘Eight Hands,’ sonata form governs the structure of the outer movements, while the slow middle movement is a passacaglia.”

The themes in the work are organized in familiar ways, Santa said, but there also are characteristics that individualize them, just as each player in a game individualizes the game itself.

“The music tells their story, but it is left to the audience to decide whether these characters are actually playing a card game, or merely using poker metaphors to tell stories from their lives,” he said.

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Another School of Music professor will make his faculty performance debut with a sonata for baroque flute and harpsichord. Kim Pineda, visiting assistant professor of musicology and specialist in baroque flute performance, will perform Michel Blavet's mid-18th-century "Sonata in E Minor, Op. 3, No. 3" with William Averill collaborating on harpsichord. Blavet was renowned for being the greatest flute virtuoso in France during the 18th century.

For a full list of fall 2016 performances, visit the School of Music [event calendar](#).

For more information about the School of Music, visit their [website](#).

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News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 14, 2016

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

ATTENTION MEDIA:

- Video: [Texas Tech Announces Steering Committee \(YouTube\)](#)
- Broadcast quality video of the steering committee interviews – FTP information is available upon request.
- Photos: [Robert Duncan](#), [Lawrence Schovanec](#), [Tedd Mitchell](#) (via Dropbox)

Texas Tech University System Forms College of Veterinary Medicine Steering Committee

The committee, composed of veterinarians, agriculture and community leaders and members of academia, will guide the system's veterinary school initiative.

When first announcing plans to develop a College of Veterinary Medicine, the [Texas Tech University System](#) vowed to work with partners and colleagues outside of the institution. Building an innovative and transformative model for veterinary medicine from the ground up involves a collaborative approach, and a project this size cannot happen without the support of veterinarians and community and industry leaders.

Honoring this promise, the Texas Tech University System has created a steering committee for its proposed College of Veterinary Medicine, which will be housed at the [Texas Tech University Health Sciences Center](#) campus in Amarillo.

The steering committee, which met in Lubbock for the first time in early September, will work with Chancellor [Robert Duncan](#), Texas Tech University President [Lawrence Schovanec](#) and Texas Tech University Health Sciences Center President [Tedd Mitchell](#) to guide the direction of Texas Tech's veterinary school. Through their collaboration, members of the steering committee will provide critical insight, shape the veterinary school's development and help address the shortage of veterinarians in rural areas and small communities.

“Collaboration is essential to the success of our unique model for veterinary medicine at Texas Tech, and we are fortunate to have an outstanding group of distinguished leaders from the community, industry, academia and veterinary profession,” Duncan said. “I appreciate their commitment to this important initiative and look forward to their help

with our vision of transforming veterinary education and providing innovative solutions for the critical needs of this region, our state and the agriculture industry.”

The Texas Higher Education Coordinating Board recognized in a [report released in July](#) the need for an innovative, non-traditional veterinary school in Texas that could address the critical shortage of large animal and rural veterinarians and the implications this shortage will have on the food supply.

Texas Tech’s model for a veterinary school is unlike any other in the United States, serving the needs of the agriculture industry and veterinary medicine students. It increases accessibility and affordability while not duplicating the state’s existing veterinary medicine efforts. Texas Tech’s model also offers a cost-effective option that reduces student debt and focuses on rural community practice.

“The shortage of veterinarians in Texas, especially in rural areas, has been a problem for many years, and to ensure the safety of our food supply and the continued prosperity of our state, we must do what’s best for the industry, our fellow Texans and our future,” said former Texas House of Representatives Speaker Pete Laney, a member of the steering committee. “As an agriculture state, the nation and our world depend on Texas for food and fiber, and Texas Tech’s proposal for a new, innovative veterinary school is a much-needed solution to a severe challenge. It is a cost-efficient, trailblazing model, and it deserves the positive endorsement of our legislature.”

Texas Tech’s proposed veterinary school will utilize established strengths at two of its universities, [Texas Tech University](#) and the [Texas Tech University Health Sciences Center](#).

The proposed college will enrich the practice of veterinary medicine by producing practice-ready veterinarians who serve and enhance the vibrancy of the rural communities important throughout Texas while substantially reducing the cost of education at the same time.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 14, 2016

CONTACT: Kristen Barton, kristen.j.barton@ttu.edu
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Texas Tech University to Celebrate Spanish Day With Forum

The Sigma Delta Pi Honor Society will host a forum for Hispanic Heritage Month.

WHAT: [Sigma Delta Pi](#), the National Collegiate Hispanic Honor Society, will host a forum to celebrate Spanish Day. The forum is “Spanish: An Essential Skill for American Students.”

The panel will include Michael Martinez, a doctoral candidate in [classical and modern languages and literatures](#), who will discuss why more American students need to study Spanish. James Haney, a senior classical and modern languages student and Gayle Jeffers, a doctoral student in bilingual education, who will discuss what an American needs to do to speak Spanish.

There will be a reception after the forum and it is open to the public.

WHEN: 11 a.m.-12:30 p.m. Thursday (Sept. 15)

WHERE: Room 352 College of Education

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 15, 2016

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College of Architecture Launches New Master's Degree in Design and Health

The new focus on architecture is intended to improve health care and wellness efforts.

Health care is a multitrillion-dollar industry in the United States, and it's expected to grow. Thanks to a gradual realization that delivery of health care and promotion of health can be safer and more effective with better design, the fields of health care facilities design and design for wellness were born.

Starting this semester, the Texas Tech University [College of Architecture](#) becomes one of only six universities in the country to provide specialized education in these fields with the launch of its newest graduate degree, the [Master of Science in Architecture with Specialization in Design and Health](#).

"Obviously, there is a growing need for health care architects," said Saif Haq, associate dean for academics in the College of Architecture. "The American Institute of Architects has special certifications for health care practitioners; the American College of Healthcare Architects is one such initiative. We want our graduates to have a running start and become leaders in this important field.

"Recently the scope of health care has expanded from restoring impaired health and prevention of diseases to the promotion of health and wellness. This has highlighted the health impacts of large-scale environments and promoted the development of concepts such as active living, walkable environments, healthy communities, personal care and organic gardens."

Because the designed environment is important both for restoring impaired health and promoting wellness, the new master's degree has two concentrations: Health and Wellness Design (HWD) and Healthcare Facilities Design (HFD).

"Research shows certain environmental conditions support faster healing, better pain management, more nurse-patient interactions, fewer falls, enhanced safety and higher satisfaction scores," Haq said. "From an architectural point of view, that requires a nested interdisciplinary approach ranging from a focus on planning and policy issues regarding distribution of resources to new models of health care and wellness delivery and salutogenic design and smart, evidence-based approaches of design and renovation of health care facilities, such as hospitals, clinics, emergency centers and medical office buildings."

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In an effort to understand all aspects of this new realization, the College of Architecture is putting together a coalition across Texas Tech and the Texas Tech University Health Sciences Center – including the [Rawls College of Business](#), the [College of Human Sciences](#), the [School of Law](#), the [College of Arts & Sciences](#), the [Graduate School of Biomedical Sciences](#) and the [School of Nursing](#) – and has embarked on an inclusive effort.

The [Texas Tech University System](#) is uniquely situated to house these efforts because it has qualities that are difficult to find elsewhere: the close proximity of a regular university and a medical university, the availability of related disciplines and, most importantly, the collegial mindset of its faculty, administration, alumni and local professionals.

“The relationship between health care and the built environment – or to state the relationship in more basic terms, between our bodies and the spaces our bodies inhabit – is fundamental to the physical and spiritual well-being of any society,” said College of Architecture Dean Jim Williamson. “The new master’s degree in design and health in the College of Architecture provides an important means for us to further understand this critical dialogue and to do this at a variety of scales, from rooms to cities. That Texas Tech is one of the first institutions to examine this increasingly important relationship is very important – and very exciting.”

The master’s degree grew out of the college’s graduate certificate program in Healthcare Facilities Design, which started in 2010 in collaboration with the Rawls College of Business and the School of Nursing.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 15, 2016

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College of Visual & Performing Arts Welcomes Theater Critic, Culture Columnist

WHAT: The [College of Visual & Performing Arts](#) welcomes Chicago Tribune chief theater critic and culture columnist Chris Jones to Texas Tech University as a [Maegene Nelson Visiting Scholar in Cross-Disciplinary Arts](#). Jones will present a lecture, “The Critical Dinosaur—Arts Criticism in the Age of Micro-Aggressions,” that is free and open to the public. A reception will follow the lecture.

During his visit, Jones also will speak to graduate and [fine arts doctoral program](#) students.

WHEN: Lecture: 6 p.m. Monday (Sept. 19)
Reception: 7 p.m. Monday (Sept. 19)

WHERE: Laboratory Theatre, [School of Theatre & Dance](#)

Parking will be available for \$1.50 per hour on the fourth floor of the Flint Avenue parking garage at 18th Street and Flint Avenue and in the Texas Tech University Library parking lot R03.

WHO: [Jones](#) is the chief theater critic and a Sunday culture columnist for the [Chicago Tribune](#), where he has been on staff since 2002. He has written thousands of theater, performance, circus and comedy reviews and his work has appeared in several publications, including the Los Angeles Times, The New York Times and The Washington Post.

He appears weekly as a critic for CBS-2 Chicago and was named director of the National Critics’ Institute at the Eugene O’Neill Theater Center in Connecticut in 2014. His book, “Bigger, Brighter, Louder: 150 years of Chicago Theater,” was published in 2013 and he has twice served on the drama committee of the Pulitzer Prizes.

Jones received his doctorate from Ohio State University in 1989 and spent a decade teaching at Northern Illinois University as a tenured associate professor and associate director of the School of Theatre and Dance. He

also served as associate dean of DePaul University's Theatre School and continues to be an adjunct professor in its graduate program.

His honors include the Gold Medallion from the American College Theatre Festival for his work with young theater critics, the 2012 Award of Honor from the Illinois Theatre Association and the 2013 Society for Midland Authors' James Friend Award for Literary Criticism. He delivered the keynote address at the Educational Theatre Association's national conference in 2011.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 16, 2016

CONTACT: George Watson, george.watson@ttu.edu
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Texas State Rep. Burrows to Speak at Texas Tech School of Law

Burrows is a Lubbock native who serves District 83, including Lubbock County.

WHAT: The Texas Tech University [School of Law Academy for Leadership in the Legal Profession](#) presents Texas State District 83 Rep. Dustin Burrows.

WHEN: Noon Monday (Sept. 19)

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

EVENT: A native of Lubbock and graduate of Monterey High School, Dustin Burrows was elected to represent District 83 in the Texas House of Representatives in 2014. He currently serves on the House Committee on County Affairs as well as the Committee on International Trade and Intergovernmental Affairs.

He earned his juris doctorate from the Texas Tech School of Law and also his master's degree from the [Rawls College of Business](#) in 2004. He went into practice with the local law firm of McCleskey, Harriger, Brazill and Graff.

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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News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 16, 2016

CONTACT: George Watson, george.watson@ttu.edu
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Texas Tech Celebrates Philanthropy of J. F Maddox Foundation

The Foundation's generosity has made possible the opening of the newly renovated Maddox Engineering Research Center.

The generosity and commitment to higher education of the [J. F Maddox Foundation](#) has been undeniably crucial to the success of Texas Tech University, and that philanthropic dedication was honored by Foundation representatives and university system leaders on Friday (Sept. 16).

Texas Tech unveiled the latest addition to the [Edward E. Whitacre Jr. College of Engineering](#) with the grand opening of the Maddox Engineering Research Center, a cutting-edge facility made possible by a generous \$7.5 million gift from the J. F Maddox Foundation. With research facilities for two National Academy of Engineering faculty, the building enables the Whitacre College of Engineering to continue addressing global research challenges and collaborate with colleagues around the world.

"Excellence is achieved through philanthropy, and the legacy of Jack and Donovan Maddox is one that shows us its endless possibilities," Texas Tech University System Chancellor Robert Duncan said. "Through the J. F Maddox Foundation, their generosity has fueled innovation and is equipping our students, educators and researchers with the tools and resources for success. We are eternally grateful for their longstanding commitment to higher education and to Texas Tech University."

Established in 1963 and located in Hobbs, N.M., the J. F Maddox Foundation develops programs that benefit residents of southeastern New Mexico with a history of supporting education and Texas Tech University. The Foundation focuses on high impact initiatives of lasting value driven by innovative leadership.

"My brother, Don, and I, along with our families, are very pleased that the leadership of the university has honored our uncle and father in this manner," J. F Maddox Foundation President Jim Maddox said. "They both loved and supported this university their entire lives. It is most fitting that this wonderful facility is being dedicated on the 116th anniversary of Jack Maddox's birth. These two brothers took full advantage of the education they received at Texas Tech, and the Foundation is pleased to partner with the leadership of the university in supporting this project. It is our hope that the Maddox

Engineering Research Center will enable current and future Texas Tech students to have available even greater opportunities as a result of their matriculation at this outstanding university.”

The building will house and support the research activities of two of the Whitacre College of Engineering’s largest faculty endowed chairs, which were established by the J. F Maddox Foundation.

The Jack Maddox Distinguished Engineering Chair is held by Chau-Chyun Chen in the [Department of Chemical Engineering](#), who leads a team of researchers using computational and data-enabled science and engineering to find innovative ways to address our growing energy needs. The Donovan Maddox Distinguished Engineering Chair is held by Danny Reible in the [Department of Civil, Environmental and Construction Engineering](#), whose team investigates responsible water practices that support long-term growth across industries such as agriculture and energy.

The Jack Maddox Distinguished Engineering Chair is named for Jack Maddox, who established the Foundation together with his wife Mabel. Jack was a member of the first freshman class at Texas Tech in 1925 and graduated with a bachelor’s degree in textile engineering in 1929.

Jack Maddox served as president of the [Student Government Association](#) his senior year. He began his career in the electric utility industry in Dallas and was eventually transferred to Hobbs in 1931.

Over the next five decades, Jack Maddox went from the manager of a small town electric utility to majority owner of both the electric and gas utility companies in Hobbs, which led to other successful business ventures in banking, pipeline operations, oil and gas production, real estate management and textile manufacturing.

Jack Maddox remained active with Texas Tech as a supporter of the athletics department and a member of the Athletics Council. He also served as chairman of the Texas Tech Foundation board of directors and was active in the Ex-Students Association. He has been named a Distinguished Engineer and Distinguished Alumnus by Texas Tech.

The Donovan Maddox Distinguished Engineering Chair is named for Donovan Maddox, Jack’s brother and former president of the J. F Maddox Foundation, who also graduated from Texas Tech with a bachelor’s degree in textile engineering in 1934.

Like his brother, Donovan Maddox also served as Student Government Association president as a senior. He began his career in Tennessee before moving to North Carolina in the 1940s, where he worked his way up to become president of a publicly traded textile manufacturing company. He also served as a board member on several of his brother’s companies.



Upon Jack Maddox's death in 1978, Donovan Maddox took over as chairman and CEO of his brother's businesses as well as president of the J. F Maddox Foundation, where he oversaw a period of significant growth from 1978 to 1990.

Also an active supporter of Texas Tech, Donovan Maddox was named a Distinguished Engineer and Distinguished Alumnus by the university, and in 1988 became the first alumni recipient of the Lauro F. Cavazos award.

"The legacies of Jack and Donovan Maddox demonstrate the transforming power of philanthropy," [Texas Tech University System](#) Vice Chancellor for Institutional Advancement Lisa D. Calvert said. "Continual investment from the J. F Maddox Foundation has made a sustained impact on Texas Tech University, and we celebrate the remarkable and long-lived legacy of giving represented by this world-class building."

Renovations to the 80,000-square-foot former home of the [College of Media & Communication](#) have created additional research, classroom and office spaces for faculty and students. Integrated technology will support the visualization and simulation needs of the researchers while enabling them to collaborate with colleagues across campus or around the world.

The building will now house a Joint User Materials Synthesis and Characterization laboratory, flexible research space on the first and second floors, meeting and conference rooms, and a 50-seat lecture hall for distance education.

"Attracting world-class scholars and providing first-rate facilities are essential to Texas Tech's Tier One research status," Texas Tech University President Lawrence Schovanec said. "In this regard, the Maddox family has been extraordinarily generous and supportive to Texas Tech University and the Whitacre College of Engineering. I am deeply grateful for their contributions over the years."

The project features a piece of public art entitled "Mechanism" by sculptor Frank Swanson. Carved from red rose granite, the sculpture represents the transferring of energy from one system to another where motion and energy are moving in several different directions at once both around horizontal and vertical axes, creating a mechanism of interlocking parabolic curves.

The three major elements of the art piece honors each of the Maddox brothers and the J. F Maddox Foundation.

"This facility will provide world class facilities for the research teams of Dr. Reible and Dr. Chen to provide innovative solutions in these areas for the State of Texas, the nation and the world," Whitacre College of Engineering Dean Al Sacco Jr. said. "Also housed in this building will be a state-of-the-art materials characterization facility second to none in the State of Texas. Additionally, 2,000 square feet of laboratory space will be configured for innovation to encourage creativity in our undergraduate students from across the university."

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 16, 2016

CONTACT: Kristen Barton, kristen.j.barton@ttu.edu

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Whitacre College of Engineering Professor Chosen as Fulbright Scholar

Tanja Karp is teaching in South Africa through the Fulbright Scholars program.

Tanja Karp, an associate professor in the [Whitacre College of Engineering](#), is experiencing a very different work environment than the engineering key on Texas Tech University's campus. Karp is in South Africa as part of the Fulbright teaching and research project, where she facilitates learning in the science, technology, engineering and mathematics (STEM) fields with Lego robotics.

"The Fulbright teaching and research project aims at increasing interest in STEM disciplines among teachers and learners in primary and secondary education through exciting hands-on LEGO robotics programs and competitions while improving education of students enrolled at the College of Science, Engineering and Technology (CSET) at the University of South Africa (UNISA)," Karp said.

While in South Africa for the first time, Karp is developing a project curriculum that can be made available for future use by educators who want to teach Lego robotics. At Texas Tech, Karp has implemented the Get Excited About Robotics (GEAR) project, which is an annual Lego robotics competition for students in kindergarten through eighth grade.

"This program continues a long tradition of Dr. Karp in using robotics to both increase interest in STEM, and through her complimentary service learning courses, increase retention in STEM at the same time," said Al Sacco Jr., Dean of the Whitacre College of Engineering. "Consistent with the college's desire to be an elite, global institution, Dr. Karp is advancing her programs to South Africa."

Earning a Fulbright scholarship has always been a dream of Karp's, she said. With the help of the [Office of the Vice President for Research](#) and other members of her department, Karp is now living her dream in South Africa until June.

"Her dedication and innovation around STEM programs is amazing and represents the Whitacre College of Engineering's desire to contribute to the solution of global problems," Sacco said. "In this case, that is increasing the interest worldwide in STEM fields."

Living in another country has required some adjustments, such as driving on the left side of the road and people selling goods at intersections, but everyone there has been helpful and kind, she said.

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“I strongly believe that living and working in a different country is an eye-opening experience,” Karp said. “There are so many things in daily life that we take for granted until we see them being approached differently in another country.”

Karp hopes the work she is doing in South Africa does not end after the program is over, but that it has a global impact.

“One of the plans we have is to establish an international virtual robotics competition for students in South Africa, Texas and other countries,” she said. “One of the major struggles of K-12 robotics teams is fundraising to cover the cost of travel to participate at a national/international competition. We plan to overcome this issue by using videoconferencing and social media.”

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 19, 2016

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School of Law to Host Panel Featuring Judges, Alumni

The panel will focus on the role of the U.S. attorney.

WHAT: The [Texas Tech University School of Law](#) will host a panel to discuss the U.S. attorney position. The panel will feature Texas Tech Law alumni who served as U.S. attorneys or assistant U.S. attorneys discussing what their time in the position was like and their experiences. The panel includes:

- The Honorable Greg Fouratt, U.S. Magistrate Judge, U.S. District Court ('95)
- Margaret Leachman, U.S. Attorney's Office, Western District of Texas ('90)
- Richard Roper, Thompson and Knight, LLP ('82)
- William Mateja, Polsinelli ('86)
- Matthew Orwig, Jones Day ('84)
- Johnny Parker, U.S. Attorney's Office, Northern District of Texas ('92)

Attendance is free and all can register [here](#).

WHEN: 6 to 8 p.m. Wednesday (Sept. 21)

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

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News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 19, 2016

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Texas Tech Center Chosen for Retail Meat Surveillance Program

The International Center for Food Industry Excellence will receive a grant from the U.S. Food and Drug Administration.

Texas Tech University's [International Center for Food Industry Excellence](#) (ICFIE) has been selected as a National Surveillance Lab for the U.S. Food and Drug Administration (FDA)-National Antimicrobial Resistance Monitoring System (NARMS) Retail Meat Surveillance Program through a competitive federal grant process.

Texas Tech will receive \$700,000 to monitor beef, pork and poultry products for pathogens and antibiotic resistance.

“We are honored to have been selected as a surveillance site by the program,” said Mindy Brashears, a professor in the [Department of Animal and Food Sciences](#) and director of ICFIE. “Our experience in food safety and antibiotic resistance monitoring in the meat industry helped us to obtain the funding, which will have a long term impact on public health. We look forward to working with NARMS to identify sources of antibiotic resistance and in assisting with outbreak investigations if necessary.”

Additional [College of Agricultural Sciences and Natural Resources](#) faculty involved in the project include Alejandro Echeverry, an assistant professor in food safety; Kendra Nightingale, an associate professor of food safety; and Mark Miller, a professor of meat science. Todd Brashears, an associate professor in [the Department of Agricultural Education and Communications](#), will oversee the reporting and compliance programs.

NARMS was established in 1996 and collaborates with state and local public health departments, the FDA, the Centers for Disease Control and Prevention and the U.S. Department of Agriculture to promote and protect public health.

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Office of Communications and Marketing



News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 19, 2016

CONTACT: George Watson, george.watson@ttu.edu
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Texas Tech Judging Teams Open Fall with Solid Showing

The processed meat judging team took first and livestock judging team took second at the National Barrow Show in Minnesota.

The Texas Tech University [livestock judging](#) and processed meat judging teams opened the fall competition schedule with a solid showing recently at the National Barrow Show in Austin, Minnesota.

Hosted by Hormel and sponsored by Kemin, it was just the second year the processed meat competition has been held. Texas Tech's team took first place out of 10 undergraduate teams, outpacing South Dakota State by 35 points. They finished in questions and second in fresh pork and processed meat.

Clay Bendele, a senior from Hondo, captured the overall high individual honor while Erin Beyer, a senior from Brookshire, finished second, eight points behind Bendele.

Sean Morrow, a senior from Nolan, and Dean Chapman, a sophomore from Sweetwater, rounded out the team, which is coached by Andrea Garmyn, a research assistant professor in the [Department of Animal and Food Sciences](#).

The livestock judging team opened defense of its eighth national championship by finishing second in the competition, 13 points behind Oklahoma State.

L.J. Young, a junior from Pendleton, Indiana, was the top competitor for Texas Tech, finishing third overall with 669 points. Brody Halfman, a senior from Garden City, also finished in the top 10, accumulating 664 points to finish ninth.

Jonathan Nieman, a senior from New Home, finished 17th with 659 points. Other members of the livestock judging team are:

- Gabe Jennings a senior from Fredonia
- Zane Webster, a senior from San Simon, Arizona
- Chama Martin, a senior from Mason
- Dakota Crissman, a senior from Bells

Ryan Rathmann, an associate professor and the John W. and Doris Jones professorship in animal and food sciences, coaches the team. He is assisted by Jon DeClerck.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 20, 2016

CONTACT: Glenys Young, glenys.young@ttu.edu
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GLEAMM Challenge to Showcase Innovative Ideas from Texas Tech Community

Winners will get a chance to present their ideas to stakeholders and investors.

WHAT: The Global Laboratory for Energy Asset Management and Manufacturing (GLEAMM) Challenge is an energy technology competition where innovative Texas Tech University students, faculty and staff will showcase their world-changing ideas.

WHEN: 1 p.m. Thursday (Sept. 22)

WHERE: [Innovation Hub at Research Park](#), 3911 4th St.

DETAILS: The competition has two tracks, Spark Fund and Poster Showcase. Each track gives competitors a chance to win funding and networking opportunities. The winners of each track will attend a VIP dinner and receive a trip to the Texas Renewable Energy Industries Alliance GridNEXT Conference Nov. 9-11 to present their ideas to stakeholders, corporations and investors from across the country.

Technologies must fit within the following GLEAMM focus areas:

- Cyber security
- Weather and energy forecasting
- Wind
- Micro grid
- Solar
- Phasor measurement units
- Battery storage
- Silicon carbide development
- Distributed generation

EVENT: 1:30 p.m.: Spark Fund presentations

3 p.m.: Keynote address by Charles J. Hanley, manager of Sandia National Laboratories' Photovoltaics and Distributed Systems Integration Department

4 p.m.: Poster Showcase presentations

Office of Communications and Marketing

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5:15 p.m.: Networking reception; winners will be announced

Learn more about the event [here](#). Register to attend [here](#).

About GLEAMM

The Global Laboratory for Energy Asset Management and Manufacturing (GLEAMM) is a collaboration of university innovators, industry leaders and for-profit testing, certification and manufacturing facilities focused on protecting, enhancing and managing energy transmission and distribution on the electric grid.

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News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 20, 2016

CONTACT: George Watson, george.watson@ttu.edu
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Texas Tech Veterinary College Receives \$15 Million Grant from City of Amarillo

The grant was approved upon recommendation from the Amarillo Economic Development Corporation.

The [Amarillo City Council](#) approved a \$15 million grant Tuesday (Sept. 20) from the [Amarillo Economic Development Corporation](#) (AEDC) to the Texas Tech University System to support the establishment of a new College of Veterinary Medicine in Amarillo.

The grant was approved at the Amarillo City Council meeting on recommendation from the AEDC. It is a major step forward for Texas Tech's vision of enhancing rural and large-animal veterinary medicine by providing an innovative model focused on improving animal health in the heart of the beef and dairy cattle industry.

"We are truly grateful to the Amarillo Economic Development Corporation and the City of Amarillo for their continued generosity to the [Texas Tech University System](#) and our universities," Texas Tech University System Chancellor Robert Duncan said. "Once again, they have stepped up to support our vision — this time for veterinary medicine and the needs of this community, our region and the agriculture industry."

The new veterinary college is expected to add 100 highly skilled jobs and approximately \$10 million in annual labor income to the Amarillo economy. Texas Tech's proposal will have an annual impact of more than \$76 million on the Amarillo economy and serve as a catalyst for industry partnerships and expanded research in food technology, animal health and prevention of disease outbreaks.

"Not only is this a wonderful opportunity for students seeking careers in veterinary medicine, particularly in a region known as the livestock capital of the United States, it's an investment in our community and economy," Amarillo Mayor Paul Harpole said.

The new veterinary college will be built in Amarillo on the [Texas Tech University Health Sciences Center](#) campus, which headquarters the [School of Pharmacy](#) and is home to the schools of [Medicine](#), [Nursing](#) and [Health Professions](#).

“The Amarillo Economic Development Corporation is proud to be a part of this investment in our community,” said Doug Nelson, interim president and CEO of the AEDC. “Aside from the innovative educational opportunities the College of Veterinary Medicine will offer to our local and regional students, this initiative is an investment into the future of the animal science and food technology industries in our region. The partnerships that will develop as a result of the new campus will solidify our area as an optimal location for companies interested in expansion or innovation opportunities in these two rapidly growing sectors.”

In a report approved by the Texas Higher Education Coordinating Board in July, the need to address the critical shortage of rural and large-animal veterinarians in Texas was reinforced and a door was opened for Texas Tech to move forward with its plans to create a veterinary medicine college in Amarillo.

Texas Tech proposed a non-traditional model for a veterinary school when plans were announced in December. Building on established strengths at two of its universities, [Texas Tech University](#) and the [Texas Tech University Health Sciences Center](#), the Texas Tech University System is creating a program tailored to address a specific need as identified by the report in a cost-efficient and innovative manner.

“Texas has a severe shortage of rural veterinarians who are crucial to the foundations of our economy, the vibrancy of our communities and the safety of our food supply,” Duncan said. “There is no better place to transform the future of veterinary education and answer this call than in Amarillo, the heart of our nation’s livestock production.”

Unlike any other in the United States, the new college will enrich the practice of veterinary medicine by producing practice-ready veterinarians who serve and enhance rural communities throughout Texas while substantially reducing the cost of education at the same time. Texas Tech’s model increases accessibility and affordability, while not duplicating the state’s existing veterinary medicine efforts.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 21, 2016

CONTACT: Amanda Castro-Crist, amanda.castro-crist@ttu.edu
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National Ranching Heritage Center Hosts Junior Rough Riders Fall Corral

The event will feature a show-and-tell presentation by Texas Parks and Wildlife game warden Drew Spencer.

WHAT: Junior Rough Riders Fall Corral

WHEN: 10 a.m. to noon Saturday (Sept. 24)

WHERE: 6666 Barn, National Ranching Heritage Center, 3121 4th St.

EVENT: Texas Tech University's [National Ranching Heritage Center](#) (NRHC) will host the Junior Rough Riders Fall Corral for children ages 5 to 12. The children will have the opportunity to learn about wildlife native to local ranches.

A show-and-tell style presentation by Drew Spencer, a Texas Parks and Wildlife game warden, will include skulls, antlers and pelts. Attendees will learn about the habitats and characteristics of wildlife like white-tailed deer, mountain lions and bobcats. Other activities will include identifying and tracking wildlife, creating field guides and wildlife trivia.

Reservations are required and space is limited. The event is free to members of the [Ranching Heritage Association](#) and \$5 for non-members.

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

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News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 21, 2016

CONTACT: George Watson, george.watson@ttu.edu
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Whitacre College of Engineering Named One of Nation's Best for Bachelor's Degree

The ranking lauds Texas Tech's low tuition for engineering students and return on investment for graduates.

The Texas Tech University [Edward E. Whitacre College of Engineering](#) was named one of the top baccalaureate programs in engineering colleges in the country by [Best Value Colleges](#).

Citing the college's low tuition rates and return on investment for graduates, the Whitacre College of Engineering was ranked 30th overall among engineering colleges from universities nationwide.

"This is just another recognition of our outstanding students, faculty and staff and the impact they are having on solving problems facing the state, nation and world," Whitacre College of Engineering Dean Al Sacco Jr. said. "The Whitacre College of Engineering is quickly being recognized as an elite global university training tomorrow's technology leaders today."

The college also ranks in the top 100 in the nation in top public schools and best undergraduate engineering programs by U.S. News and World Report.

Best Value Colleges cited Texas Tech and the Whitacre College of Engineering for its work in wind science and for having one of the largest petroleum engineering departments in the country, providing most of the research that has led to hydraulic fracturing.

One of the original academic departments when the university opened, the college has seven departments offering 12 bachelor's and 13 master's degrees as well as nine doctoral degrees. Best Value lauded the college's work in helping solve societal problems through the application of mathematics, science and ingenuity.

The college offers bachelor of science degrees in

- [Chemical Engineering](#)
- [Civil, Environmental and Construction Engineering](#)
- [Computer Science](#)

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- [Electrical and Computer Engineering](#)
- [Industrial Engineering](#)
- [Mechanical Engineering](#)
- [Petroleum Engineering](#)

“The college plays an important role in preparing a diverse and talented workforce for the nation as well as providing new knowledge that will drive the economic vitality of the state and the nation,” according to Best Value Colleges.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 22, 2016

CONTACT: Heidi Toth, heidi.toth@ttu.edu

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Theatre Director Part of Arts Team Being Honored with National Award

Mark Charney is a longtime employee of the Eugene O'Neill Theater Center, which President Obama is recognizing at the White House today.

In 2003, Mark Charney was an intern for the National Critics Institute, a two-week summer boot camp put on by the Eugene O'Neill Theater Center.

Then he went back to his day job: chairman of the English department at Clemson University. He was not a typical intern.

Charney, now director of the [School of Theatre & Dance](#) at Texas Tech University, went to his first National Critics Institute in 2002 before returning as an intern. Today he's associate director of the institute and a 15-year veteran of the O'Neill Theater Center, a Tony Award-winning theater focused on improving the arts and propelling artists to new opportunities.

It also is a winner of the 2015 National Medal of Arts, which President Barack Obama presented today (Sept. 22) in a ceremony in the East Room of the White House. It is the country's highest honor for achievement in the arts.

It was a special moment for many in the [College of Visual & Performing Arts](#) at Texas Tech, which has supported the O'Neill financially and sent some of its best students to the organization. For Charney, it was a wonderful surprise.

"I love the O'Neill and I applaud its mission," he said. "I was thrilled when I found out, as I was when they won their second Tony. It was like Christmas. I couldn't sleep."

The National Critics Institute is one of the few national arts programs also focused on the critics instead of just the creators of art. Charney got involved in the 1990s when he learned through his work at the Kennedy Center that, although artists of all types were invited to the Kennedy Center's National Festival, there was no place for critics of theatre to meet each other and be trained on the national level.

When Gregg Henry took over as artistic director of the Kennedy Center American College Theatre Festival, he invited Charney to coordinate the first Critics Institute, which led to his directing the Kennedy Center National Critics Institute.

In 2002, Charney met Dan Sullivan, then-director of the National Critics Institute at the O'Neill and was invited back as an intern. He now works alongside Chicago Tribune critic Chris Jones as associate director, examining all angles, including food, dance, film and theatre, ensuring the next generation of critics are aware of best practices.

“Critics make the ephemeral permanent,” Charney said. “They are the only recorders of art and are proponents and advocates for it. They determine quality and push longevity.”

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 23, 2016

CONTACT: George Watson, george.watson@ttu.edu
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Decorated Veteran, Chamber of Commerce President Zapanta to Speak at Texas Tech

The President and CEO of the United States-Mexico Chamber of Commerce is the speaker at the Texas Tech School of Law Energy Law Lecture Series.

- WHAT: Energy Law Lecture Series featuring United States-Mexico Chamber of Commerce President and CEO Albert C. Zapanta
- WHEN: Noon Monday (Sept. 26)
- WHERE: Lanier Auditorium, Texas Tech University School of Law, 1802 Hartford Ave.
- EVENT: Albert C. Zapanta, the president and chief executive officer of the United States-Mexico Chamber of Commerce, will be the featured speaker for the first installment of the fall Texas Tech [School of Law](#) Energy Law Lecture Series.

Zapanta holds a bachelor's degree in industrial psychology and a master's in public administration from the University of Southern California and also has graduated from the Harvard Graduate School of Business and the Inter-American Defense College at the National War College in Washington, D.C.

In addition to his duties with the U.S-Mexico Chamber of Commerce, Zapanta is a founding member and CEO of PAZ Resources, a Dallas-based energy company involved with exploration, drilling and production of natural gas. He has held positions with Atlantic Richfield Co. (ARCO) and numerous presidential appointments, including assistant secretary of the Interior for Management and Administration and the U.S. State Department advisory committee.

He also served as the chief of staff of the peacekeeping mission to the United Nations Referendum on Western Sahara, commanding troops from the Soviet Union, China and France. He has been awarded the Silver Star, five Bronze Stars, a Purple Heart and 30 other awards from his time serving during the Vietnam War.

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Those unable to attend the lecture can watch [online](#).

Those attending the event are eligible for one hour of Continuing Legal Education (CLE) credit. Contact Erica Lux at erica.lux@ttu.edu for details.

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News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 23, 2016

CONTACT: Aleesa Ross, aleesa.ross@ttu.edu
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Media & Communication Students Earn Regional Awards

The Hub@TTU and KTXT-FM were both recognized for their achievements in two separate competitions.

Multiple student organizations within the Texas Tech University [College of Media & Communication](#) recently were named as finalists in the 2016 College Broadcasters Inc. (CBI) National Student Production Awards and in the South Central Broadcasting Society's regional Student Electronic Media Competition.

The Hub@TTU and KTXT-FM were finalists in the Best Student Media Website category, and Head's Up Display was a finalist in the Best Comedy-Video category of CBI's national student production awards.

Derrick Ginter, lead communications engineer at KTXT-FM, said with about 1,200 stations at various educational institutions across the country participating in the competition, CBI's recognition is even more prestigious.

"Our students aren't just competing against other Big 12 schools, or even competing regionally, but they are up against private and state-funded operations from all over the country that have far more resources than we do, and yet, we're finalists," Ginter said. "To me, that demonstrates that our programs here at Texas Tech are just as good — if not better — as anyone else's, and more resources doesn't necessarily mean better."

As finalists, the students will go on to the final round of judging at CBI's national conference in Philadelphia in October, where the national winners will be announced.

"The emphasis within CBI is students, and the national convention very much reflects that," Ginter said. "The conference sessions are created and offered by students within college media and presented to their peers at other institutions."

The 2016 South Central Broadcasting Society Competition named the "TTU Veteran's Day Celebration PKG" by Laura Duclos as a finalist in the Best Hard News/Spot News Story category. The production "La Vista: Life in a College Town – Relationship Goals" by the Fall 2015 La Vista Crew is a finalist in the Best Magazine, Game Show or Entertainment Program category. And the "MCTV Sports 101" newscast from May 3,

2016, by Becca Chance, Billy Ingle and Kyle Stafford is a finalist in the Best Sports Program category.

Josh Robinson, the college's media production manager, said while CBI provides a wider range of competition, SCBS focuses more on the region and gives students a chance to see where they stand in reference to other students in the Big 12 Conference.

“Having three of MCTV's entries named as finalists shows we are at the top when it comes to media production in the Big 12,” Robinson said. “I think it also says a lot that the entries showcase three very different products we are creating in the MCTV studio – a news package, an entertainment talk show and a sports talk show. All three entries show the diversity of options students have when it comes to video production here in the college.”

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News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 23, 2016

CONTACT: Heidi Toth, heidi.toth@ttu.edu
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New Dining Room, New Menu, Same View: Skyviews Reopens After Hiatus

The lab and restaurant allows RHIM students to gain hands-on experience planning menus, managing a kitchen and serving customers.

After an extensive facelift, the flagship restaurant that doubles as a laboratory for Texas Tech University students has reopened.

Skyviews, on the top floor of the Bank of America building at 19th Street and University Avenue, re-opened for lunch Monday (Sept. 19), with a grand re-opening scheduled for Oct. 3. The dinner series, during which students from the [Restaurant, Hotel and Institution Management](#) (RHIM) program create menus and decorations and manage the restaurant, begins Wednesday (Sept. 28).

Changes to the restaurant

- Workers tore walls down to open up the dining room and put in new tile, carpet and laminate flooring, along with upgrades to the bar and wait stations. The new paint on the walls is accented by framed art of the lifestyle sculptures that surround the [College of Human Sciences](#) building.
- Texas Tech graduate Jason Lindley is the new manager. He graduated in 2006 and worked in food service management at the Hillcrest Country Club and with ARAMARK at the University Medical Center.

Changes to the menu

- The prix fixe dinner menu, which allows students to create a menu and decorate the restaurant with a central theme, begins Sept. 28, kicking off the “8 Decades, 8 Dinners” semester with a 1920s speakeasy theme. Subsequent Wednesdays will be a drive-in, “Mad Men” dinner party, shared dinner, tailgate food revolution and more. Refer to the [website](#) for more information.
- Lindley created a new lunch menu, which includes a grilled chicken salad, a smoked cheddar and turkey club and the Skyviews cheeseburger in addition to the classic buffet.

Quotes

- “I really enjoy the renovations as well as the new direction Skyviews is headed,” said Kayla Foster, a RHIM student. “Working the back of the house is what I enjoy the most. Learning recipes and making desserts is what I want to do. I also enjoy the atmosphere the students bring to the restaurant and give off to the guests as we learn the ins and outs of running a restaurant.”

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- “I appreciate the hands-on learning experience that Skyviews provides,” RHIM student Alex Carpenter said. “From the front of the house to the back of the house, no detail is missed.”
- “We are excited to have Jason on board running Skyviews, because we believe he has the perfect background and skills to take this restaurant to the next level,” said Shane Blum, chairman of the [Department of Hospitality and Retail Management](#).
- “I look forward to enhancing the RHIM program by delivering to each guest a lunch worthy of the view from our dining room,” Lindley said.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 23, 2016

CONTACT: George Watson, george.watson@ttu.edu
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Texas Tech University Professor to Participate in Online Panel Discussion on First Presidential Debate

Erik Bucy is an expert in nonverbal expressions in presidential debates.

- WHAT:** Texas Tech University debate expert Erik Bucy to participate in a live online panel titled “Science of Presidential Debates”
- WHEN:** 10 a.m. Tuesday (Sept. 27)
- EVENT:** Newswise, an online news distribution service, will host a panel discussion the morning after the first presidential debate, which is Monday (Sept. 26). The panel, titled “Science of Presidential Debates,” provides scientific analysis from a variety of experts on the first presidential debate between Democratic nominee Hillary Rodham Clinton and Republican nominee Donald J. Trump.

Erik Bucy, the Marshall and Sharleen Formby Regents Professor of Strategic Communication in the Texas Tech [College of Media & Communication](#), will participate in the panel. He has performed extensive research and studies into nonverbal expressions in presidential debates and has been utilized in the past as a presidential debate expert.

Bucy will participate in the first of two days of analysis on the debate. Other experts will be available for a similar panel discussion on Wednesday (Sept. 28).

On Tuesday, Bucy will be joined by Simon DeDeo from the Santa Fe Institute, Kristine L. Munoz from the University of Iowa and Tim Ketelaar from New Mexico State University.

More information on the panel and registration can be found [here](#).

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 26, 2016

CONTACT: Amanda Castro-Crist, amanda.castro-crist@ttu.edu
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Presidential Lecture & Performance Series Announces 11th Season

Pulitzer Prize winner Art Spiegelman will open the series,
which runs from October to April.

Artist, illustrator and author Art Spiegelman, known for his Holocaust narrative “Maus,” will open the 11th season of the Texas Tech University [Presidential Lecture & Performance](#) series Oct. 21.

Spiegelman, whose work is best known for its shifting graphic styles, formal complexity and controversial content, will deliver the lecture, “What the % @&*! Happened to Comics?” The lecture will focus on how comics have evolved, explain the value of the medium and discuss why it should not be ignored.

After studying cartooning in high school, Spiegelman began drawing professionally at 16. In 1992, he was awarded the Pulitzer Prize for his work on the graphic novel “Maus,” which portrays Jews as mice and Nazis as cats. The work, along with a second graphic novel, “Maus II,” tells the story of his parents’ survival of the Nazi regime and their lives in America.

In addition to the Pulitzer, Spiegelman was awarded the Grand Prix at the Angoulême International Comics Festival in 2011. He is one of only three Americans to receive the honor.

Other shows planned for the season are:

- **The Second City** (Nov. 11): Chicago’s legendary sketch and improv comedy theater troupe will perform “The Best of The Second City.” This must-see show features the best sketches and songs from their 55-year history – made famous by superstars like Tina Fey, Stephen Colbert, Steve Carell, Gilda Radner, Bill Murray and more – as well as their trademark improvisation.
- **Mike Farris and the Roseland Rhythm Revue** (Feb. 3): Grammy Award-winning soul singer Mike Farris performs “Soul of America: From Motown to Memphis to Muscle Shoals.” After electrifying audiences with the impact of his live performance, Farris was invited to be a featured performer in 2011 at the Rock and Roll Hall of Fame’s 16th Annual American Masters Concert honoring Aretha Franklin.

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- **We Banjo 3** (March 3): The award-winning Irish and American roots ensemble is among the most celebrated and distinguished young musicians in Ireland today. Its competitive success is unrivaled, with band members holding multiple All-Ireland titles on banjo, fiddle, bodhrán and guitar. The group’s most recent album was named Traditional Album of the Year by The Irish Times.
- **MOMIX** (April 21): The internationally renowned dance company will present “Opus Cactus,” a “dynamic journey into the hidden landscape of the American Southwest.” With nothing more than light, shadow, props and the human body, MOMIX has astonished audiences on five continents for more than 35 years.

All events begin at 7 p.m. in the Allen Theatre. Tickets are \$18 per event or \$75 for the season. Members of the public can buy tickets by calling Select-A-Seat at (806) 770-2000 or going to the [website](#). Texas Tech students can receive one free ticket per event with a valid Texas Tech ID at the information desk in the Student Union Building.

Buckwheat Zydeco Tour Dates Cancelled

Grammy Award-winning singer and accordionist Stanley “Buckwheat” Dural, Jr., leader of Buckwheat Zydeco, battled lung and throat cancer since 2013 and was recently hospitalized in his hometown of Lafayette, Louisiana.

Dural died Saturday (Sept. 24) at Our Lady Lourdes Regional Medical Center in Lafayette. He was 68.

Buckwheat Zydeco tour dates through January 2017 have been cancelled, including a performance previously scheduled on Nov. 11 as part of the Presidential Lecture & Performance series.

For more information, visit the series’ [website](#) or [Facebook page](#).

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 26, 2016

CONTACT: Heidi Toth, heidi.toth@ttu.edu

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Texas Tech First University Performs at Tennessee Williams Theatre Festival
More than 20 Texas Tech students joined professor Mark Charney at the festival and associated scholars institute in Massachusetts.

A play about church, the kitchen and children doesn't seem like one director Mark Charney would call outrageous satire and full of dark humor.

Then American playwright Tennessee Williams made it his own in "Kirch, Küche, Kinder" ("Church, Kitchen, Children" in German). The one-act play, written in 1979 and touted as "satire with songs," hasn't been performed since Williams wrote it. Until now.

This weekend (Sept. 22-25), Charney and a troupe from the [School of Theatre & Dance](#) at Texas Tech University performed "Kirch, Küche, Kinder (An Outrage for the Stage)" at the Provincetown Tennessee Williams Theater Festival in Massachusetts. It was the first time a university was invited to perform at the annual festival.

"Texas Tech was selected because of our long-standing relationship with the Tennessee Williams Institute, our commitment to excellence, our understanding of the festival mission and our relationship with the artists there," said Charney, who is director of the School of Theatre & Dance.

In addition to the performance, nine graduate students joined Charney at the Tennessee Williams Institute (TWI), held in conjunction with the festival every year. Charney was part of the team that founded TWI five years ago. He takes students every year so they can learn more about Williams who as a creative writer continually experimented with his writing and determine how actors, directors and creators continue to experiment with Williams' work.

"In many ways he was ahead of his time and was dismissed for it," said David Kaplan, curator of the festival. "Our performances offer exciting and pioneering approaches to his work that turn plays thought impossible to understand into theatrical excitement that audiences embrace. Our aim is to transform the way our best American playwright is perceived by audiences and scholars alike."

The students had the opportunity to watch performances of Williams' work, some of which has not been performed publicly for decades, if ever, and discuss the performances and the playwright with actors, directors, scholars, critics and each other. Attendance opens up new ideas and opportunities, Charney said.

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News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 27, 2016

CONTACT: George Watson, george.watson@ttu.edu

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College of Media & Communication Honors Outstanding Alumni

Bill Marcy was inducted into the college's Hall of Fame while three others were honored as Outstanding Alumni for 2016.

Four Texas Tech University alumni were honored Sept. 16 by the [College of Media & Communication](#) at the college's annual Outstanding Alumni and Hall of Fame dinner.

Bill Marcy, who has three engineering degrees from Texas Tech, was inducted into the college's Hall of Fame. Marcy, who was the university's provost and senior vice president of academic affairs from 2003 to 2008, recommended and supported the creation of the College of Mass Communications. The Board of Regents subsequently approved the proposal.

Dean David Perlmutter said he is glad the college was able to publicly recognize Marcy's impact on the college's faculty, staff and students.

The College of Media & Communication's Outstanding Alumni for 2016 are Donna Huerta, Sheri Mudd and Joel West.

"Our Outstanding Alumni recipients are living testaments to the robustness and versatility of the communications degree within our college," Perlmutter said.

Huerta earned a bachelor's degree in journalism from Texas Tech in 1984 and has spent the bulk of her career working in communications for various municipalities and transportation entities in Texas. She served as the first public information officer/communication director for the North Texas Tollway Authority. Huerta is the public information officer for the Texas Department of Transportation.

Mudd earned a bachelor's degree in public Relations from Texas Tech in 2001 and a master's degree in mass communications in 2002. She began her career in broadcast media as an account executive at KLBK-TV and KAMC-TV in 2007, becoming the KAMC local sales manager in 2012. Mudd also is an active community member, working with non profits including the American Cancer Society, Make-A-Wish North Texas and March of Dimes.

West graduated with his bachelor's degree in public relations in 1989 and with a master's degree in mass communications in 1993. He began his career in the commercial printing industry. West also worked for the college, aiding in academic and commercial communication research. West is the national sales manager for KAMC-TV and KLBK-TV in Lubbock.

The College of Media & Communication's Outstanding Alumni Awards program began in 1981 to recognize alumni who have made significant contributions to the field of communications. The Hall of Fame recognizes individuals who have contributed to quality education in the college. They may or may not be alumni of the program.

Award recipients were selected by a committee of students, faculty, and alumni appointed by Perlmutter.

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

CONTACT: Aleesa Ross, director, Center for Student Success, College of Media & Communication, Texas Tech University, (806) 834-0348 or aleesa.ross@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 27, 2016

CONTACT: Glenys Young, glenys.young@ttu.edu
(806) 742-2136

Katharine Hayhoe Talks Climate Change with President Obama and Leonardo DiCaprio, Accepts Awards, Kicks Off New PBS Series

It's a good time to be Katharine Hayhoe.

Katharine Hayhoe, a professor of [political science](#) and director of the Texas Tech University [Climate Science Center](#), is having a busy few weeks.

As one of the world's leading climate scientists, [Hayhoe](#) is frequently featured in national media discussing climate science and its impacts and solutions. But even she doesn't get to talk about her passion with the President of the United States and one of Hollywood's biggest stars in front of millions of people every day. Nor does that experience usually come on the heels of yet another major honor *and* the premiere of her new PBS Digital Series.

South by South Lawn

On Monday evening (Oct. 3), Hayhoe will participate in a conversation on climate change with President Barack Obama, moderated by Academy Award-winning actor, producer and activist Leonardo DiCaprio on the south lawn of the White House. The discussion will focus on the importance of protecting the planet for future generations.

"I am honored to participate in an event that puts a spotlight on this critical global issue," Hayhoe said. "Some people may say, why focus on climate change when we have so many other, bigger problems in the world today? The reality is we can pour all our money and our efforts, our time and our prayers into trying to fix the big issues, like global hunger, poverty, water contamination and disease; but if we don't fix climate, we don't have a chance of fixing these other problems, either. Climate change is affecting our food, our water, our air and even our economy – and those already vulnerable and disadvantaged are the ones being hit the hardest by its impacts."

The conversation is the featured event for the inaugural [South by South Lawn: A White House Festival of Ideas, Art and Action](#). It will be followed by the domestic premiere of DiCaprio's new climate documentary film "Before the Flood."

The festival will include panel discussions exploring how leaders in art, technology, food, innovation and social change are helping to move the country forward; musical performances from The Lumineers, Sharon Jones and the Dap-Kings and DJ Beverly Bond; and interactive exhibits.

Office of Communications and Marketing

An EEO/Affirmative Action Institution

It will be livestreamed on the White House [website](#) and [Facebook](#). Find more information [here](#).

CONTACT: Laura James, personal assistant to Katharine Hayhoe, (806) 834-8665 or ljames@atmosresearch.com

Politico and Sierra Club honors

Hayhoe recently was honored by Politico and the Sierra Club for her efforts in spreading the message of the dangers of climate change.

Politico named Hayhoe to the annual [Politico 50](#) list, which recognizes those in society who help shape policy and thinking in America, especially during this election year. Writers, inventors, lawmakers and activists comprise the list of the 50 most influential people in the national political debate.

According to Politico, the list pays tribute to the power of ideas and the people behind them, aiming for those who shed light on the most important topics facing society today.

“I am delighted to be named to the Politico 50 list together with Bob Inglis,” Hayhoe said. “Bob, a former Republican congressman, is leading the critical national discussion on conservative, free-market solutions to a changing climate. It is an honor to share this recognition with him.”

Politico praised Hayhoe for her efforts at reaching out to evangelical Christians, a group most likely to be influenced by climate science misinformation, and encouraging them to protect the environment from the damage being done to it by humanity, leading to climate change.

“Hayhoe has built a career around reaching out to those who share her faith, arguing that Christians have an obligation to both protect God’s creation and to exhibit the kind of selfless love taught in the Bible,” according to Politico’s website. “Climate change, she points out, affects people in developing nations, such as farmers who cannot make a dependable income, and residents of cities who have to reckon with floods and water shortages.”

Earlier this month, the [Sierra Club](#) honored Hayhoe with its 2016 Distinguished Service Award, given to those in public service who exhibit strong and consistent commitment to conservation over a long period of time.

Hayhoe was nominated for this award for her work with the Climate Science Center and her work in convincing evangelical Christians of the realities of climate change.

“My work may defy some stereotypes about the politics of science and religion,” Hayhoe said. “By defying stereotypes, my hope is that this creates the opportunity for all of us to consider what we truly value and to align our attitudes and decisions with the values that define us.”



CONTACT: Breanna Allen, communication and outreach coordinator, Climate Science Center, Texas Tech University, (806) 742-2011 or breanna.allen@ttu.edu

‘Global Weirding’

Hayhoe recently teamed with [Texas Tech Public Media](#) (TTPM) to produce a new PBS Digital Series called “[Global Weirding](#).” The series, which premieres Wednesday (Sept. 28), will explore the climate issues society faces today, including climate change, religion, politics, global warming and more, and how they are all connected.

“In this series, we’re tackling issues head-on,” Hayhoe said. “How do we even know this global warming thing is real? Is climate change behind the crazy weather we see today? Does fixing the climate mean we have to shut down the economy? Why are the pope and the National Association of Evangelicals piling on? And why do climate scientists get so much hate mail?”

“Money and politics, God and global warming; every topic we avoid in polite conversation, we’re going there.”

The digital series will feature 12 episodes, airing every other Wednesday at 10 a.m.

After every new episode, Hayhoe will answer questions about the show beginning at 7 p.m. on her [Facebook page](#) and Twitter at [@KHayhoe](#) with the hashtag [#globalweirding](#).

“I feel very lucky to have the opportunity to work with Dr. Hayhoe,” said Jonathan Seaborn, production director for TTPM. “Education is what it’s all about, and you couldn’t ask for someone more knowledgeable on this topic than her.”

TTPM strives to provide alternative, educational and informative programming through the Public Broadcasting Service (PBS), the British Broadcasting Corporation (BBC) Network and National Public Radio (NPR) to produce a large number of shows via television and radio.

Split into two areas, KTTZ-TV and KTTZ-FM, the television broadcasting began in 1962 and the radio broadcasting began in 1987.

Each episode of “Global Weirding” will be available on YouTube when it is released. For more information, visit globalweirdingseries.com or kttz.org.

You can view the “Global Weirding” trailer [here](#).

CONTACT: Jonathan Seaborn, unit manager, Texas Tech Public Media, Texas Tech University, (806) 834-8041 or jonathan.seaborn@ttu.edu

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 27, 2016

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

President to Address Goals, Plans at State of the University

In his first speech as university president, Lawrence Schovanec will highlight ways Texas Tech will achieve its strategic goals in the short and long term.

WHAT: State of the University address with Texas Tech University President Lawrence Schovanec

Schovanec will be available for one-on-one interviews with the media after his address. A mult box will be available for cameras. Contact Jeff Ramazani (jeff.ramazani@ttu.edu) with video questions.

WHEN: 2-3:30 p.m. Wednesday (Sept. 28)

WHERE: Red Raider Ballroom, Student Union Building

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

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept 27, 2016

CONTACT: Benjamin Robinette, benjamin.robinette@ttu.edu
(806) 834-8214

Thomas Hughes to Perform Faculty Recital on Grand Holtkamp Organ

The performance also will include the Texas premieres of two works.

Texas Tech University's Grand Holtkamp organ in the [School of Music](#) will see its first concert of the academic year on Friday (Sept. 30). Thomas Hughes, associate professor of organ and music technology, will perform a faculty recital at 8 p.m. in the Hemmle Recital Hall. The recital is free and open to the public.

The performance will begin with the splendor of brass and organ working in close concert as the Graduate Brass Quintet joins forces with Hughes to deliver Richard Strauss' "Solemn Entry of the Knights of St. John." The quintet features top student performers from each brass studio.

Two works on the program will receive their Texas premieres, thanks to collaboration by music faculty colleagues. Peter Jona Korn's "Fantasia" for oboe and organ will feature [Amy Anderson](#), associate professor of oboe. The recital will close with Jan Koetsier's chorale fantasia, "Es ist ein Schnitter, der heisst Tod (There is a reaper, who is called Death)," featuring [Kevin Wass](#), professor of tuba.

The Grand Holtkamp organ has been a fixture of the Hemmle Recital Hall and an indispensable part of the musical resources available to the greater Lubbock area since the hall was built in February 1977. American organ builder Walter Holtkamp originally constructed the organ for a recital hall at the Oberlin Conservatory of Music.

Acquisition by Texas Tech was made possible by a gift from Odessa resident Tommye A. Moss. The organ saw a complete overhaul by Fritz Noack between fall 2011 and fall 2012 and was rededicated in a [concert](#) that featured internationally renowned organist James David Christie.

For more information about the School of Music, visit the [website](#).

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

CONTACT: Thomas Hughes, associate professor of organ and music technology, School of Music, Texas Tech University, (806) 834-8465 or thomas.hughes@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 28, 2016

CONTACT: Heidi Toth, heidi.toth@ttu.edu

(806) 742-2136

Nearing its Century Mark, Texas Tech Continues to Set and Achieve High Goals

President Lawrence Schovanec discussed what he would like to see the university accomplish in terms of research and student success.

Texas Tech University has made significant strides in its goal to become a top tier university and is continuing in its goal of more parity with its peer institutions, President Lawrence Schovanec stressed to an audience of faculty, staff, students and Texas Tech University System Chancellor Robert Duncan on Wednesday (Sept. 28).

Schovanec, in his first State of the University address as the 17th president of Texas Tech, discussed the many achievements of the students and faculty while focusing on how the university would continue to uphold its tradition of excellence and strive toward greater and more widespread research accomplishments.

He discussed the goals set as part of the strategic plan in 2010: Qualify for funding from the state's national Research University Fund (achieved in 2012) and achieve the highest research designation in Carnegie Classification of Institutions of Higher Education (achieved in 2016).

However, Texas Tech still is working toward several goals related to the funding and publication of research, and he and other administrators continue to strive toward the benchmarks by which the university measures itself.

The benchmarks as laid out by the Center for Measuring University Performance (CMUP) are:

- Total research dollars
- Federal research dollars
- National Academy members
- Faculty awards
- SAT scores
- Number of National Merit finalists
- Endowment assets
- Annual giving
- Number of postdoctoral researchers
- Doctorates awarded

The most critical need for improvement comes in federal research dollars, he said. Many rankings do not consider universities with less federal money than \$40 million. Texas Tech ranks equal to or better than a number of universities on the CMUP Top American Research Universities list in eight of the 10 categories, but because federal research grants total about \$30 million, it is not eligible to be on the list.

Reaching those goals will take concerted effort on the part of state and university leaders, he said, laying out several key points as the focus of his administration. It will start with creating a committee of faculty members, administrators, alumni, students and other stakeholders to determine what characteristics of a Tier One school are indicative of quality and consistent with the mission of Texas Tech University.

Points of emphasis for the future

- Increasing scholarships and financial aid
- Creating endowed professorships for teaching excellence
- Increasing transfers through partnerships at current regional sites
- Investing more in research for faculty and graduate students but also for undergraduate students
- Encouraging multidisciplinary research among faculty

Key facts & figures

- Enrollment is at 36,551 students, a record high for the university. Of those, 29,963 are undergraduate students.
- Enrollment from the freshman class is down; total enrollment remains high because of a first-year retention rate of almost 84 percent, the highest it's been in 10 years.
- Texas Tech was recognized with Highest Research (CHR) status by the Carnegie Research classification in January.
- Among its CHR peer group, Texas Tech is above average in 17 of the 20 categories.
- Hispanic enrollment is 24.2 percent, less than 1 percent away from qualifying as a Hispanic Serving Institution.
- The number of doctorate degrees awarded is up 36 percent in the last five years.
- Total research expenditures are up 25 percent in the last five years.

Schovanec quotes

- “Now as we approach the end of our first century, we will assess what we do well and what we can do better, not only to sustain and enhance the quality of the educational experience we provide to our students but also to solidify our position as a Tier One research institution.”
- “Once we hit 40, we’re going to measure up in a number of those categories,” he said. “Our goal is to hit \$40 million by 2019. That means we will show up on the list in 2023, which is our 100th birthday.”

Links to success stories

[Student-Athlete Wins Goldwater Scholarship for STEM Research](#)



TEXAS TECH UNIVERSITY

[Teenager Creates System to Reduce Concussions Among Football Players](#)
[Senior Heading to Switzerland for World Championship in Duathlon](#)
[Gill Awarded Five-Year, \\$2.2M Grant from National Institutes of Health](#)
[Theatre Director Part of Arts Team Being Honored with National Award](#)
[Katharine Hayhoe Talks Climate Change with President Obama, Leonardo DiCaprio](#)
[The FLGI 100: The top 100 educators leading flipped learning worldwide](#)
[College of Education Wins \\$7 Million Grant for Teacher Prep Reform](#)
[Tech Teach Recognized for Excellence in Teacher Preparation](#)

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



News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 28, 2016

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

U.S. News, World Report Recognizes Texas Tech in Annual Best Colleges Ranking
The Edward E. Whitacre Jr. College of Engineering and the Rawls College of Business were ranked among the top 100 schools in the nation.

U.S. News and World Report released its annual Best Colleges rankings Tuesday (Sept. 13). Texas Tech was ranked No. 176 in the national universities category and No. 93 among public schools. Two colleges at Texas Tech were ranked in the top 100 of the Best Undergraduate Programs category: the [Edward E. Whitacre Jr. College of Engineering](#) (No. 84) and the [Rawls College of Business](#) (No. 94).

Other programs ranked:

- Online Graduate Computer Information Technology Programs (No. 11)
- Online Graduate Engineering Programs (No. 16)
- Online Graduate Education Programs (No. 78)
- Online Bachelor's Programs (No. 94)

Texas Tech's overall score improved from 27 to 32. It received its highest ranking in alumni giving (No. 79) and peer assessment (No. 123), which reflects how university and college presidents and provosts around the country view the university. Graduation rate performance was ranked No. 131 and student selectivity was No. 155.

“The U.S. News and World Report rankings are one of many rankings for institutions of higher education, and is one of the most publicized,” said Lawrence Schovanec, Texas Tech University president. “We improved in certain categories that are particularly important to our mission. The results of these rankings and others are used to help us assess our progress and where we can improve Texas Tech as a great institution, as evident by our recent inclusion in the Carnegie Highest Research Activity category. Here at Texas Tech, we offer an exceptional education and overall experience with great value to our students.”

All public universities within the Big 12 Conference and the state of Texas, except for Kansas State University, dropped in the overall national rankings.

The rankings are collected by using both quantitative and qualitative data from seven categories: graduation and retention rates, assessment of excellence, faculty resources, student selectivity, financial resources, graduation rate performance and alumni giving.

To see the full list of rankings, visit [U.S. News and World Report](#).

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

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



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 29, 2016

CONTACT: Amanda Castro-Crist, amanda.castro-crist@ttu.edu
(806) 742-2136

Visiting Scholar from Virginia Tech to Speak at Texas Tech University

Shuhai Xiao, a professor of geobiology, will deliver the lecture,
“On the Eve of the Cambrian Explosion.”

WHAT: [Shuhai Xiao](#), a geobiology professor at Virginia Tech, will deliver the lecture “On the Eve of the Cambrian Explosion,” as part of [Phi Beta Kappa](#)’s Visiting Scholar Program.

“The ‘Cambrian Explosion’ was an epoch in Earth history in which virtually all the various categories of multicellular life suddenly appear in the geologic record,” said Steve Balch, director of the [Institute for the Study of Western Civilization](#). “Dr. Xiao, one of the leading researchers in his field and able to draw on the latest findings, will explore the great question of why. Anyone interested in this profound question of deep history will want to be on hand to hear it.”

The event is free and open to the public, and is sponsored by the Texas Tech Chapter, Lambda of Texas, of Phi Beta Kappa. Co-sponsors are the Texas Tech [Honors College](#) and the Institute for the Study of Western Civilization.

WHEN: 5:30 – 7 p.m. Monday (Oct. 3)

WHERE: Room 82, [College of Media and Communication](#), 608 N. Knoxville Ave.

Parking is available in the pay-to-park lots located west of the Education building and on the fourth floor of the Flint Avenue Parking Garage. Both areas are located near the 18th Street and Flint Avenue intersection.

About Shuhai Xiao

Xiao’s research focuses on the interactions between life and environments at critical transitions during early Earth history and involves fieldwork in China, India, Russia, Australia, Namibia and Canada. He is a recipient of the Charles Schuchert Award of the Paleontological Society, a Guggenheim fellowship, the Virginia Tech Alumni Award for Excellence in Research in 2010 and the 2014 Geological Society of America’s Outstanding Contributions in Geobiosciences Award.

Office of Communications and Marketing

An EEO/Affirmative Action Institution

He was chosen as the 2014 Sir Albert Charles Seward Memorial Lecturer at Birbal Sahni Institute of Paleobotany in India. He is a fellow of the Geological Society of America and the Paleontological Society and holds two degrees from Beijing University and two from Harvard University.

About the Visiting Scholar Program

Since 1956, the [Visiting Scholar Program](#) has offered undergraduates the opportunity to spend time with some of America's most distinguished scholars. The purpose of the program is to contribute to the intellectual life of the institution by making possible an exchange of ideas between the Visiting Scholars and faculty and students.

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

CONTACT: Steve Balch, director, Institute for the Study of Western Civilization, Texas Tech University (806) 834-8289 or steve.balch@ttu.edu



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 30, 2016

CONTACT: Glenys Young, glenys.young@ttu.edu
(806) 742-2136

Texas Tech to Host Live Screening of Hayhoe-Obama-DiCaprio Climate Talk Tickets are first-come, first-served.

WHAT: The Texas Tech University [Climate Science Center](#) (CSC) and [Texas Tech Public Media](#) will host an exclusive screening of the live climate change discussion with CSC director Katharine Hayhoe and President Barack Obama, moderated by Academy Award-winning actor, producer and activist Leonardo DiCaprio.

The discussion is the featured event of the inaugural [South by South Lawn: A White House Festival of Ideas, Arts and Action](#).

The first episode of the new PBS Digital Series “[Global Weirding](#)” will be shown immediately preceding the live discussion. “Global Weirding” stars Hayhoe and was produced by KTTZ-TV.

WHEN: 6 p.m. Monday (Oct. 3)

WHERE: Texas Tech Public Media building, 17th Street and Indiana Avenue

TICKETS: Tickets are available [here](#) on a first-come, first-serve basis.

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

CONTACT: Breanna Allen, communication and outreach coordinator, Climate Science Center, Texas Tech University, (806) 742-2011 or breanna.allen@ttu.edu



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 30, 2016

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

Texas Tech University School of Law Hosts 7th Court of Appeals

The court will hear cases brought from appeal from the state's lower courts.

- WHAT:** The Texas Tech University [School of Law](#) will host the 7th Court of Appeals, which will hold oral arguments in the Hunt Courtroom.
- WHEN:** 10 a.m. Monday (Oct. 3)
- WHERE:** Donald M. Hunt Courtroom, School of Law, 1802 Hartford Ave.
- EVENT:** Texas Tech School of Law students and the general public will have an opportunity to view the [7th Court of Appeals](#), which usually presides in Amarillo, in action. The court, which consists of Chief Justice Brian Quinn and justices James T. Campbell, Mackey K. Hancock and Patrick A. Pirtle, has immediate appellate jurisdiction of civil and criminal cases appealed from lower courts in 46 Texas counties.

Chief Justice Quinn ('81) and justices Hancock ('74) and Pirtle ('77) earned their juris doctorates from the Texas Tech School of Law. Justices Campbell, Hancock and Pirtle earned their bachelor's degrees from Texas Tech.

Several Texas Tech Law School alumni will be arguing the cases before the court – Mark W. McBrayer ('02) and W.C. Bratcher ('75) with Crenshaw, Dupree & Milam; Audie M. Reese, attorney and counselor at law ('10); Lauren Murphree ('13) with the Lubbock County District Attorney's office; Linda Russell ('04) with Hund, Krier, Wilkerson & Wright; and Charles Dunn ('80), a lawyer in Lubbock.

Oral arguments will be heard in four cases over two sessions on Monday, the first session beginning at 10 a.m. and the second at 1:30 p.m. Three cases arise out of Lubbock County and the fourth from Bailey County.

This is the fifth straight year for the 7th Court of Appeals to hear cases at the Texas Tech School of Law.

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

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Web Only

Access, Success, Research: President Discusses Achievements and Goals for Future

President Lawrence Schovanec met with stakeholders Wednesday at his inaugural State of the University address to share his vision for Texas Tech.

By Heidi Toth

Texas Tech University is good. Its leader wants it to be great.

President Lawrence Schovanec spent the majority of his State of the University address Wednesday (Sept. 28) pointing out the many achievements of students, faculty and staff and discussing ways to maintain that success as the university grows.

“We’ve gone through a period of considerable growth and change – in enrollment, in breadth and amount of scholarship and research, in reputation,” he said. “I would like for us to think about what we’ve done well and what we can do better. What should we strive for to enhance the university’s status so it is increasingly recognized as a world-class institution?”

Promoting access and student success

Enrollment is at all-time high, even though the freshman class is smaller than past years. Retention after students’ first and second years is the highest it’s been in a decade, leading not only to more students but also to more students earning undergraduate and graduate degrees. Texas Tech is in the top 15 percent of universities nationwide for the number of doctoral degrees awarded.

This year’s class includes 15 National Merit finalists, the largest in the university’s history, and an uptick in the number of students who identify as Hispanic, moving Texas Tech closer to being a Hispanic Serving Institution. The average SAT score in the Honors College continues to climb – it is now higher than 1300 – and the university is building another residence hall to accommodate the increasing number of students who want to be a part of the Honors College.

Even though he’s a numbers guy, Schovanec shared a few of those success stories:

- [Hattie Schunk](#), a junior chemical engineering major, won the Goldwater Scholarship for her STEM research. In addition to her work at Sandia National Laboratories in her hometown of Albuquerque, New Mexico, Schunk is on the cross-country team for Texas Tech.
- [Berto Garcia](#), a sophomore studying computer engineering, came to Texas Tech with international honors and a provisional patent. As a high school student he created a helmet-and-shoulder-pads device to reduce concussions among football players; he won third at the Intel International Science and Engineering Fair. He continues to work on this and other projects.

- [Jenna Hay](#), who graduated in August, went to Switzerland earlier this month to compete in the Powerman Zofingen Duathlon, the world championship in the long-course duathlon. She won her age group, making her the world champion duathlete. She was a member of the Honors College, the banner bearer for the College of Agricultural Sciences & Natural Resources and an intern through university's congressional internship program.
- [Tyler Floyd](#), a graduate student and catcher for the Big 12 Conference Champion Texas Tech baseball team, was named Big 12 Baseball Scholar-Athlete of the Year in 2016. He was the only baseball student-athlete on the 2015 and 2016 Academic All-Big 12 teams to have a 4.0 GPA.

“We have so many students like this,” Schovanec said, citing Floyd as an example. “So many of our student-athletes excel on the field, on the court, in the classroom.”

Promoting research and the strategic plan

In 2010 the university adopted a strategic plan intended to help Texas Tech reach its goals, particularly those centered around research funding. One of those goals was to qualify for funding from the state of Texas' national Research University Fund (NRUF). Texas Tech reached that goal in 2012.

A second goal was to achieve the highest research designation in the Carnegie Classification of Institutions of Higher Education. In January, the university reached that goal when it was listed among the 115 universities that received Highest Research Activity (CHR) status.

Both of those designations indicate the quality of research that occurs at Texas Tech and the national and international attentions the researchers receive for their work. That support, both institutional and financial, must continue for the university to maintain its CHR status and work toward other goals.

Schovanec also pointed to a number of faculty members who are raising the university's profile throughout the country and the world:

- Climate Science Center director [Katharine Hayhoe](#), who has been recognized by TIME Magazine and Politico, will meet with President Barack Obama and activist and Oscar-winning actor Leonardo DeCaprio to discuss climate change.
- Scott Ridley, dean of the College of Education, pioneered the Tech Teach program that the [Texas Education Agency recognized for its excellence this year](#), and he authored [a \\$7 million grant](#) from the Gates Foundation to help teacher prep programs throughout the country increase their effectiveness.
- Chemical engineering professor [Harvinder Singh Gill](#) won a five-year, \$2.2 million grant from the National Institutes of Health to study better methods of vaccination.
- [Mark Charney](#), director of the School of Theatre & Dance, is part of the Eugene O'Neill Theatre Center team that just won the National Medal of Arts. He has twice received the Kennedy Center Gold Medallion of Honor.

There are dozens more examples of researchers and faculty members who are doing exciting, groundbreaking research in social issues, humanities, the arts, education and



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STEM at Texas Tech, he said, as well as being excellent teachers and mentors for their students.

“We need to provide the support of faculty and then systematically monitor our progress in achieving the benchmarks that distinguish the highest levels of research, scholarship and creative activity so Texas Tech is increasingly recognized as a world-class institution,” he said.

There is room for improvement, he said, highlighting areas he will focus on during his tenure as president. One overarching goal is reaching the threshold of \$40 million in annual federal research money. Many rankings require universities to have at least \$40 million in federal research dollars for inclusion on their lists. Texas Tech, although it has the CHR status many other universities do not, had about \$30 million in federal money this year, eliminating it from consideration.

“Once we hit 40, we’re going to measure up in a number of those categories,” he said. “Our goal is to hit \$40 million by 2019. That means we will show up on the list in 2023, which is our 100th birthday.”

That is one area of focus to raise Texas Tech’s research profile. Schovanec listed many other ways to increase research, including focusing research questions on addressing problems of worldwide significance; increasing collaborative and multidisciplinary research; and making strategic investments in hiring and with seed grants.

His goal is that by 2025, Texas Tech will rank in the top 100 for research expenditures, and that the research will be going places.

“We want our research to be appearing in the places that have impact and are cited,” he said.

What’s coming

Schovanec has already appointed a committee to examine the strategic plan from 2010, determine what’s working and what needs to be updated and recommend avenues by which the university can progress. In the upcoming months the committee will hold focus groups with students, faculty members, staff, supporters, administrators and alumni to solicit feedback. Don’t go easy on the committee, he said; he didn’t create a “disruptive subcommittee” for nothing.

“We want to know, what are the characteristics of Tier One schools that reflect us and are meaningful to this university but that designate it a world-class university?” he said.

Schovanec also has some plans of his own. He has committed to funding the Program in Inquiry and Investigative Thinking, in which Honors College Dean Michael San Francisco will recruit 100 students each year and pay them a stipend to be involved in some creative activity. Each student will be paired with a faculty member, who will act as a mentor. These do not have to be Honors students.

“We want to connect our students to faculty members early on and for them to remain partners in their success for their lifetime,” he said.

He plans to add almost \$8 million to scholarship funds, both merit- and need-based, and wants to double the number of transfer students in the next 10 years. To do so, Schovanec wants to find the students “where they are” and get them into one of the regional sites in Dallas, El Paso, Waco or the Hill Country for their first two years.

Finally, Schovanec will establish 50 endowed professorships, half of which will be awarded for exemplary educational activities. He’s excited looking forward to Texas Tech’s upcoming anniversary and the progress he anticipates will be made in that time.

“Now, as we approach the end of our first century, we will assess what we do well and what we can do better, not only to sustain and enhance the quality of the educational experience we provide to our students but also to solidify our position as a Tier One research institution,” Schovanec said. “Let us work together in promoting access and student success so when students consider their options for a college education, they recognize Texas Tech University as second to none.”

Sidebars

Achievement benchmarks

Texas Tech administrators use benchmarks from the Center for Measuring University Performance (CMUP), the same list many ranking institutions use.

- Total research dollars
- Federal research dollars
- National Academy members
- Faculty awards
- SAT scores
- Number of National Merit finalists
- Endowment assets
- Annual giving
- Number of postdoctoral researchers
- Doctorates awarded

Key facts & figures

- Enrollment is at 36,551 students, a record high for the university. Of those, 29,963 are undergraduate students.
- Enrollment from the freshman class is down; total enrollment remains high because of a first-year retention rate of almost 84 percent, up more than 3 percent in the last five years.
- Texas Tech was recognized with Highest Research (CHR) status by the Carnegie Research classification in January.
- Among its CHR peer group, Texas Tech is above average in 17 of the 20 categories.
- Hispanic enrollment is 24.3 percent.
- The number of doctorate degrees awarded is up 36 percent in the last five years.



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- Total research expenditures are up 25 percent in the last five years.
- 85 percent of Texas Tech faculty are full-time, compared to about 50 percent nationwide.



RaiderWire

Appreciate a Co-Worker? Send Them a BRAVO!

Texas Tech University's BRAVO! board is a forum to say "job well done" to your fellow colleagues.

By K'Leigh Sims

A pat on the back or a "job well done" is always appreciated in the workforce. In fact, recognition and praise, according to [The Gallup Organization](#), motivates employees, can make them feel valued for their work and provides a sense of accomplishment.

To foster this kind of environment, Texas Tech University's [Staff Senate](#) created a message forum called the [BRAVO! board](#) in the early 2000s to recognize and show appreciation to any faculty and staff members, as well as students.

Each month faculty and staff submit BRAVO!'s to give kudos to their colleagues. At the end of the month one BRAVO! submission is chosen for a Big BRAVO! due to an employee's merit and work and are then put into a drawing at the end of the year for a prize drawing.

How to submit a BRAVO!

To submit a BRAVO!, visit the Staff Senate website and click on the "[Give a BRAVO!](#)" link located on the sidebar under "BRAVO! Board."

From there you can click on "To Give a BRAVO!" and it will take users to the submission page.

To read the BRAVO!'s

On the BRAVO! webpage, users can click on "[To Read the BRAVO!'s](#)" from past months and years. The BRAVO!'s say who the message is to, where they are employed, and who the praise is from, along with their BRAVO! message.

Hard work is always welcomed, so show your colleagues how much you appreciate their work and send them a BRAVO! today!



Web Only

No Pencils, Just Rocks: Professors Are Helping an African School Use its Resources

Several Texas Tech professors went to Malawi this summer to aid a rural village in improving education.

By Heidi Toth

The children look expectantly at Stacy Johnson, Malinda Colwell and Michelle Pearson. The educators from Texas Tech University have new and exciting ways to teach these preschoolers shapes, colors and sounds. Everyone is eager to learn.

But they're stymied by their circumstances. The children sit cross-legged on the cement floor. Although the ABCs line the walls, there is no other art in the room – no posters with friendly animals explaining a new concept, no blocks of a variety of shapes to which the teacher can point. The students learn words through memorization; they know the word “circle,” but don't know the sun, their eyes or a ball are circles. There is a chalkboard in the classroom, but a single piece of chalk is shared between three classrooms.

They can't even turn on the lights.

Yet the students are learning. In place of flashcards, textbooks and iPads, they have teachers who are excited to learn and teach, who have a deep appreciation for education and are committed to try new teaching methods to help their students learn. That passion shone through to the American educators, who'd flown about 10,000 miles to be standing in the classroom that day.

Pearson, Johnson and Colwell spent a portion of their summer at the Grace Center, which is both a school and an orphanage in Mvera, Malawi. While it is lacking – Malawi is one of the 10 least-developed countries in the world – the students and teachers are bright, excited and willing to try new tasks, Johnson and Colwell said after returning to Lubbock. Colwell, who's become a frequent visitor to the south African country, was impressed with the education the students received given the resources they had available.

“One of the things that most stood out to me during our work with the teachers in the schools is how much they do with so very little,” the [human development and family studies](#) professor said. “There are very few material supplies available to the teachers, and yet they engage the children in meaningful and enriching activities. It was also a good challenge to be creative in terms of how to help teachers learn to promote problem-solving in their classrooms by using primarily only objects found in their natural environment, like rocks and sticks.”

Building a better campus

This trip was Colwell's fourth to Malawi since 2013. She started going as part of a study on food insecurity with [meat science](#) professor Mark Miller; they studied a goat meat

intervention to determine how food and nutrition insecurity can affect children's development. This time, she and Johnson focused on the education these children received in preschool and training the teachers. It was a second trip for Johnson, the director of the [Child Development Research Center](#) (CDRC).

It was the first for Pearson, an [interior design](#) professor who studies how educational spaces contribute to health and well-being in children. She and fellow interior design professor Kristi Gaines joined the consortium with the goal of designing a campus for the Grace Center, finding grant funding and getting it built.

They worked on it for months, basing their ideas on what Colwell and Johnson said. However, when Pearson found out they were planning a trip for the summer she cleared her schedule and went. She and Gaines were having difficulty designing for a culture neither had experienced.

"It's hard to imagine," Pearson said. "Stacy and Malinda had done a great job of telling me what it was like, but when you actually go and see and experience and smell and touch and taste things, you start to really see what it's like there. I have a much clearer understanding of their needs now.

"My goal was to really understand the Malawian people and culture and to see it firsthand to understand what education spaces are like there."

Pearson and Gaines, who researches classroom design for special populations, collaborated with Peter Raab, a professor of [architecture](#), and Charles Klein, a professor of landscape architecture, to design a campus that better fits the Grace Center's needs.

Because all the design research came from developed countries, relying on what they already knew wasn't helpful. Pearson said she couldn't even rely on typical classroom design for staples like desks, chairs or tables because she didn't know if the Malawians' lack was due to financial difficulty or cultural norms.

"Right now it's dirt and concrete," she said. "They sit on the floor. They have no desks, no electricity. It's very barren."

Upon return, she coordinated again with Raab, Gaines and Klein to come up with a design, starting with the early childhood development center. It will include a couple of classrooms plus a multipurpose room that will serve as a dining hall and event space for the villagers when school isn't in session. It'll have garage doors that can provide ventilation and tables that can be put away as needed. Pearson said they wanted to be careful to not force American cultural norms on the Malawians.

They plan to use local materials and have bricks made on site by a hand press. This will provide jobs and skills for the community in the short-term and make long-term maintenance easier as well.

Once the design is complete, Pearson will apply for grants and other funding to actually pay for the structures. The design team will start designing a secondary school, again



asking themselves how to design a well-equipped school in a town that has such limited resources.

“Here at the CDRC it’s state of the art,” Pearson said. “We have access to anything we could need. There it’s just so rudimentary and basic. You have to really scale back and know what you really need to learn.”

Teaching the teachers

Identifying the critical learning gaps was necessary for Colwell and Johnson as well. They knew the students spent much of their school days memorizing information. They also knew children learn best when they’re active, when they can use their bodies and hold blocks and books and each other’s hands, when they’re solving problems and engaging with each other and their environment.

Knowing this, the two spent weeks preparing lessons, keeping in mind how few materials the teachers in Malawi had with which to teach. They came up with ideas that used rocks and sticks or allowed the children to find colors and shapes on their clothes. They developed lessons that let the children make circles with their hands.

“Those are the things I remember because those are the things we actually did,” Johnson said. “We had a long list that, from day one, we realized we wouldn’t be able to do pretty much anything on this list. We really overshot it.”

In the three weeks they were there, they spent the mornings with the preschoolers, either observing the teachers or modeling how a lesson should go. When the children went home after lunch, they worked with the teachers to create lesson plans, brainstorm new ideas and discuss what was effective.

They experienced what Johnson termed “varying degrees of success,” as evidenced by the day they read “Mouse Paint.”

“Mouse Paint” is a book intended to teach colors. The mice get into different buckets of paint, then walk around, the paint overlapping and creating different colors. One day one of the Americans read the book to the students, with the teacher translating. (Malawi has two official languages, Chichewa and English.) As one does when reading to children, she didn’t stick just to the words on the page, instead responding with feigned surprise, wondering what would happen next and asking questions.

The teacher, who was reading along so she could help translate, frequently got lost in all the extra words that weren’t in the book. It provided insight to the American educators, who didn’t realize how many extra, and often unnecessary, words they used.

But they got through it, and to encourage learning Colwell and Johnson suggested they act like some of the animals they’d read about. One group could be cats, the other could be mice. All of the Malawians – teachers and 4-year-olds – were baffled by this idea.

Education involved sitting quietly and repeating after the teacher. It did not involve pretending to be a cat.

“Every time we did it they thought we were crazy,” Johnson said. “You have to model what you want the children to do but also model for the teachers. It doesn’t seem so strange in our culture, crawling on the floor with 3-year-olds, but it’s very strange to them.”

However, they did it. Students and teachers crawled around like cats, tried to guess what was in Johnson’s mystery bag and held hands with each other until they could make a giant circle. The most frequent response Johnson and Colwell heard to each new request was, “Oh, no problem.” The teachers were excited to try each new strategy or approach. Johnson said even when the teachers thought their ideas were crazy, they embraced them and joined in.

Colwell did not collect any data on this trip, she said. On future trips she’ll look into expanding the development data in Malawi, which is limited, and expanding what students in Mvera are able to achieve.

“I believe ‘achievement’ is specific to context and culture and there is value in understanding what this looks like in different cultures,” she said. “I also want to contribute to our understanding of growth and development in Malawi.”

Life in Malawi

It’s hard, quiet, uncomfortable, peaceful, joyful, painful. There’s little electronic noise. No one stares at a cell phone. There are no strangers.

“There is much emphasis on relationships and spending time together,” Colwell said. “Even in the act of walking down the road, everyone stops to greet each other and wish them well. It’s a beautiful custom and very different from our daily lives in the U.S. when people are rushing to get places and get things done.”

But life in Mvera, for all the smiles and friendly faces, is a constant struggle.

“It is really hard,” Johnson said. “It’s hard physically because you really are never comfortable. There is not any comfortable space by our standards. You’re walking on hard dirt and rocks, you’re sitting on concrete ...”

“Or hard dirt and rocks,” Pearson interjected.

And the Americans got the best the city had to offer, Johnson said. They stayed in people’s homes, so they had beds and got home-cooked meals. There was just so little. The homes didn’t have running water, so they brushed their teeth with a cup of water in the yard and showered down the hill from the house with a bucket and a cup.

The difficulties don’t end with the physical discomfort, either. The emotional challenge of coming face to face with such extreme poverty – “it’s hard to witness,” Johnson said. “It’s hard to ever be settled with the life that we live here and the life that they live there.”



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She's still not done.

"It's hard spiritually to think how could this be so, how is it ever OK that so many people suffer so much," Johnson said. "But ..."

She and Pearson are quiet for a moment.

"The important part is the but," Pearson said.

"It's also life-changing in the most wonderful of ways, because the Malawians are truly a joyous people," Johnson said. "They're extraordinarily generous in ways that we are not generous and joyous in ways that we are not joyous as Americans."

Both said they wanted to pack the little orphans up and bring them back to the United States, where they would have better education and medical care, more food, more opportunities – by almost every measure, they would have a better life. But after reflection, neither would. The Malawians they met, by and large, are happy.

And it's not because the Africans don't know any better or don't know what they don't have. Johnson dismissed that idea as distortion caused by looking at the world through an American lens.

"We can't get outside of our own understanding of what's supposed to make people happy," Johnson said. "That's why we say that. No, I think they're happy because they get it in ways we don't get it. They understand what it means to be happy, what it means to be content."



Web Only

Researcher Shows Most Recent Country Music Lyrics Objectify Women

The research by public relations assistant professor Eric Rasmussen examined songs from the first half of the 2010 decade compared to those from the 1990s and 2000s.

By George Watson

On the desk in his fourth-floor office at the [College of Media & Communication](#) building, assistant professor of [public relations](#) Eric Rasmussen has a picture of his four daughters. That doesn't really set him apart from other fathers with pictures of their children adorning their office.

Except that, for Rasmussen, the picture is not just a reminder of his family, it's a source of motivation for his research, which focuses on children and the media, how media influences children at different stages of life and how parents communicate with their children about the messages media portrays.

He just completed one aspect of that research, examining how the lyrics of modern country music songs objectify women and the influence the music has on women of all ages.

“What we found was that country lyrics in the 2010s talk about women's appearance more, talk about women in tight and revealing clothing more, refer to women using slang more and rarely use their names,” Rasmussen said. “Country music has generally been seen as the most wholesome music genre, but what this research is saying is that may not be the case anymore.”

Then vs. now

Rasmussen and co-author Rebecca Densley, a doctoral student in the College of Media & Communication studied lyrics in country music from the first half of three different decades – the 1990s, the 2000s and the 2010s. In each half-decade, he studied the top 50 Billboard songs of each year and analyzed their portrayal of women.

In the first two half-decades, he found country music lyrics referred to people specifically, or the songs represented women in respective ways. Those were the decades dominated by singers like George Strait, Alan Jackson and Garth Brooks.

But something changed in country music around the late 2000s and into the 2010s when the portrayal of women in country music changed completely – the influence of pop music. “Bro country” was born.

Suddenly, it became commonplace to talk about women in tight shorts or bikinis, referring to them in unflattering ways with nicknames such as “baby” or “honey” and looking at them as nothing more than a trophy or something that looks good in the front seat of a pickup truck.

In essence, country music has followed other genres of music, such as hip-hop or 1980s hair metal, which have experienced massive amounts of popularity.

“You hear about crossover country where it has incorporated lyrics and beats and other characteristics of pop,” Rasmussen said. “Country music is not that old, but it’s not steel guitars anymore. It doesn’t have that twang anymore. It’s more pop, more mainstream and the ratings are driving it.

“I don’t know if that says more about the industry or the listeners, because we’re the ones buying it. But I think it’s important to be aware of this, especially for parents, because there rarely is a safe place where you can escape the message that women are objects.”

Rasmussen also looked at songs sung by male singers and songs sung by female singers and found the songs that objectify women are those sung exclusively by male singers.

“Women need to be seen for their accomplishments and who they are as people,” Rasmussen said. “I tell my daughters all the time it doesn’t matter what you look like, it matters who you are as a person, and the more we can get that message to people, the better.”

Societal effects

Rasmussen said the message needs to change because, eventually, young girls may grow up thinking it’s OK to be viewed as a sexual object if that’s what they’re hearing in the media, and country music is a big part of that.

Viewing the clothing habits of the average crowd at a college football tailgate might give the impression that many young girls are OK with the message being portrayed. But Rasmussen said that impression is wrong.

“I think the reason we did the study in the first place is because research shows this type of music can have an effect on people,” Rasmussen said. “If this is the message they hear, they’ll think it’s acceptable and normal, and people normally try to go with the flow and match their attitude to what they think is acceptable in society. But we want to educate people about what’s happening, that the media does have an effect and that it’s not OK to demean women in this way.”

Other research shows those messages in which women are viewed as objects are bad for women’s health, both physically and mentally, and that there are very few messages in the media about women where their value is based on characteristics other than what they look like.

“All I know is I want people to start thinking about this,” Rasmussen said, “I want my daughters and other young women to have a sense their value is not based on what men think of them or what society thinks of them. It’s independent of all that.”

Unfortunately, Rasmussen said, change comes slowly, and there doesn’t appear to be any slowdown in the tone coming from country music, despite discussion that “bro country”



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has run its course. But he wants the conversation about changing that tone to start soon, which is why he's created his own blog.

[ChildrenAndMediaMan](#) was created to provide parents access to the latest research on any and every subject related to children and the media. It takes academic research that sits on digital servers accessed usually only by other researchers and puts it in the hands of parents, who can then use that information in raising their children while dealing with the multitude of messages they receive from all forms of media.

This is where he hopes to start the conversation that changes how country music portrays women.

“I think it will take a concerted effort by many researchers to start using what we know about communication to get the research out to those who need it,” Rasmussen said. “I’m only a drop in the bucket with my little blog, but my goal is to have parents everywhere understand how kids are affected by the media. Not just parents, though. People need to understand that media does play a role in their lives whether they know it or not.”



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Summer and Fall Bring Changes to Texas Tech University

Here are some of the things you might have missed.

By Amanda Castro-Crist

New university president announced

Texas Tech University System Chancellor Robert Duncan announced the official appointment of Provost Lawrence Schovanec as the 17th president of Texas Tech University on July 7. Schovanec officially began the role Aug. 1 and succeeds John Opperman, who served as interim president since January when the 16th president, M. Duane Nellis, resigned.

Schovanec began his 34-year career with Texas Tech as a mathematics faculty member in 1982 and was named chair of the [Department of Mathematics & Statistics](#) in 1998. He served as interim dean of the [College of Arts & Sciences](#) from September 2008 through May 2010, when he was named dean. Schovanec also served as interim president from July 2012 through March 2013.

In December 2013, he was named provost. In that role, he helped strengthen Texas Tech's position as a leading national research university, and in 2016, Texas Tech was [recognized](#) by the Carnegie Classification of Institutions of Higher Education as a Tier One university in the Highest Research Activity category.

Phantom of the Opera brings Texas Tech alumnus back to Lubbock

Broadway veteran, Lubbock native and Texas Tech alumnus David Gaschen will star in the lead role of Texas Tech University's production of Andrew Lloyd Webber's "Phantom of the Opera" this fall. Gaschen has starred in the role more than 1,300 times and will be surrounded by the vocal and stage talents of the of [Texas Tech Opera Theatre](#) students.

The production is presented by Opera Theatre, in cooperation with Moonlight Broadway Productions, through exclusive arrangement with R & H Theatricals. Performances are scheduled for 7:30 p.m. Nov. 18-22 and Nov. 25-26, and 2 p.m. Nov. 20, 26-27 in the Lubbock Memorial Civic Center Theatre. Tickets may be purchased in person at the Student Union Building Ticket Office, by calling (806) 770-2000 or [online](#). Prices range from \$43.50 to \$100.

New dining options debut across campus

[Hospitality Services](#) has added and updated several of the dining options on campus.

- There is now a gluten friendly all-you-care-to-eat location at the Hulen/Clement Residence Complex. This location also has increased options for vegans and vegetarians.

- Red's Donut Shoppe opened in the Student Union Building and features cake doughnuts in both regular and mini sizes. Plain and iced donuts in different flavors are available as well as kolaches and a coffee program called Café Booststella.
- The Human Sciences building has a new Sam's Express market kiosk, the eighth location of the brand on campus. Panera brand soups will be tested at various Sam's Express locations beginning this semester.
- A full service Chick-fil-A is set to open in the Rawls College addition in the spring and will serve Chick-fil-A breakfast.
- Simply Pie, a build-your-own-pizza location, was added to The Commons in Talkington Hall.

Library renovations create study and creation spaces

Renovations to the Texas Tech Library began this summer and are expected to be completed by Oct. 1.

- The fountain near the east entrance in the Croslin Room has been removed and the area is being transformed into a group study space and an area for library events.
- A Makerspace has been added to the library, allowing students whose colleges do not have 3-D printers of their own to make 3-D models free of charge.
- A new [Laptop Kiosk](#) located near the circulation desk allows students to check out a Dell laptop by swiping their Texas Tech ID.

New bag policy for athletic events implemented

A new clear bag policy has been implemented at all athletic events in an effort to provide a safer atmosphere and speed up the entry process for all fans into all venues.

Fans are now allowed the following style and size of bag, package or container:

- Clear plastic, vinyl or PVC bags that do not exceed 12 inches by 6 inches by 12 inches.
- A one-gallon clear plastic freezer bag (Ziploc bag or similar).
- Small clutch bags, about the size of a hand, with or without a handle or strap can be taken into the venue with one of the clear plastic bags.
- Seat cushions and chairbacks that are 16" or less in width.
- Exceptions will be made for medically necessary items after proper inspection.

The following items will be prohibited from entering any Texas Tech athletic venue:

- Coolers
- Purses larger than a clutch bag or cinch bags
- Briefcases, luggage of any kind or diaper bags
- Backpacks, computer bags or fanny packs
- Camera bags or binocular cases
- Non-approved seat cushions and chairbacks, including large traditional seat cushions that have pockets, zippers, compartments or covers.

Campus construction and renovations continue

Several construction projects on campus are underway or nearing completion.



- The [Rawls College of Business](#) added classrooms that are now in use. The addition includes a full service Chick-fil-A (coming this spring) on the first floor facing a micro-courtyard containing artwork by Glenna Goodacre.
- The Maddox Engineering Research Center opened in what was once the Media and Communication building near Memorial Circle. The \$30-million renovation includes a new façade and several labs related to materials testing.
- A New Honors Residence Hall is under construction across the street from the Rawls College and will include more than 300 beds in pod-style housing. The hall will house a Starbucks and is scheduled for completion next fall.
- The men's and women's basketball locker rooms, the volleyball locker room and the sports medicine area of the [United Supermarkets Arena](#) are under renovation. Wayfinding work and the addition of graphics are being completed in the arena.
- The Jones AT&T Stadium North End Zone Building Renovation project added 56 new loge boxes, containing seating for four and a television screen in each outdoor box and a new, larger Double-T has been installed below the seating. The old ticket office in the north end zone has been renovated to include a service bar, buffet and restrooms for the loge seating and saddlebag seating in the same area during games. Televisions will be scattered throughout that area. A large, neon Masked Rider was added for the home game against Louisiana Tech on Saturday (Sept. 17).
- The Sports Performance Center, a \$48 million, privately-funded initiative, is being added within the [Edward E. Whitacre Jr. Athletic Complex](#). It will include a new indoor football training facility and an indoor track and field venue, and athletes will have access to features like a hydrotherapy room and a sports nutrition bar. The project is expected to be completed by next summer, with the football facility possibly open for use in the spring.
- A new [Texas Tech University System](#) office building is under construction near the Marsha Sharp Freeway and Texas Tech Parkway. It will house several offices that manage and assist all four major component institutions, including [Chief Financial Officer Noel A. Sloan](#), [Facilities Planning & Construction](#), the [Office of General Counsel](#), the [Office of Risk Management](#) and [Chancellor Robert Duncan](#). The building will also be the headquarters of the [TTUS Board of Regents](#), with a large meeting space in the building for the governing body's meetings. It is scheduled to be completed by February.



Web Only

Texas Business Hall of Fame Scholarships Awarded to Energy Commerce Majors

Each student is recognized for their accomplishments as
a future and current entrepreneur pursuing a higher education.

By Sarah Connell

There's always a risk involved with starting a company, but for a couple of Texas Tech University students, this risk was greatly awarded.

[Rawls College of Business](#) energy commerce majors Eric E. Hernandez and Michael Kmetz, two of the 36 students from across the state have been selected for non-restricted scholarships by the Texas Business Hall of Fame Foundation (TBHF). Hernandez and Kmetz received the McLand Company Reading Program and Silver and Black Give Back scholarships, collecting \$15,000 each. Both students will be honored Oct. 27 in San Antonio at the annual luncheon ceremony and recognized at the TBHF's annual induction dinner.

The TBHF awards scholarships to help keep Texas' economy at the forefront of the 21st century with future entrepreneurs and leaders. These scholarships are funded by contributions from supporters and the Scholarship Endowment Program.

In 2012, Hernandez started his sole ownership of an independent land acquisition company. At Render Enterprise, LLC, he acquires oil, gas and mineral leases and markets them to buyers. He also is an active member of the American Association of Professional Landmen, the Permian Basin Landmen's Association and the New Mexico Landmen's Association.

The scholarship will enhance both students' bachelor's degrees. Particularly, Hernandez, who attends Texas Tech and Midland College as a part time student, was using his business to pay for his tuition. With the funding provided through the foundation starting this fall, he will transition to a full-time student. Gaining an education in energy commerce will further develop skills needed for his aspiration of running a successful oil exploration and production company.

"I am privileged to represent the [Texas Tech Free Market Institute](#) in accepting the TBHF McLand scholarship," Hernandez said. "This generous scholarship is a great help in reaching my educational goals and becoming the first in my family to earn a college degree."

Recipients were chosen for their educational accomplishments, leadership achievements and entrepreneurial success. With the slogan "best of the best," the foundation considered the career experience and background of each applicant with an entrepreneurial spirit.

Kmetz organized his first business in middle school with his brothers in selling Nerf darts on eBay. Their idea came from a creativity and resourcefulness taught by their parents, especially when dealing with everyday chores. Though the business quickly closed due to overstock, Kmetz learned the basic elements of owning a business. Kmetz said it also encouraged him to appreciate elements of business such as quality control and customer service, which are crucial to success.

Since starting at Texas Tech, he's served the community in creative ways, like performing with his country band to help raise \$12,000 for Relay for Life. He also has helped hosted events and fundraisers for [Honors College](#), Pi Kappa Alpha and other organizations he's a part of. He hopes to one day host his own talk show and run for an elected office.

"I believe the Texas Business Hall of Fame's mission is to recognize past, present and future business leaders who will create an even greater Texas and America," Kmetz said.

This is TBHF's 34th anniversary with more than \$3 million in scholarships, 180 Texas Business Legends and 80 directors.



Web Only

Texas Tech Alum Blankets the State to Tell Stories of High School Football Glory

Chad Conine, who earned his degree from Texas Tech in 2000, has published the book “Republic of Football,” examining high school athletes before they were stars.

By George Watson

Chad Conine knew before he set foot on the Texas Tech University campus in 1996 what he wanted to be – a sports journalist.

And he didn’t wait until he graduated to begin that career. He worked in media relations in the Texas Tech athletic department and also as a freelance correspondent covering high school games for the Lubbock Avalanche-Journal. It was there a 20-year love affair with high school football began.

“Covering high school games on Friday nights, and eventually covering a lot of different sports for the A-J, were some of my favorite experiences from my college days,” Conine said. “I honestly enjoy covering high school football, especially in November and December, more than any other sport, and that includes bowl games and the Final Four.”

Over the next two decades, Conine worked for the Fort Worth Star-Telegram and was a full-time sports writer for the Waco Tribune-Herald before returning to his freelancing roots. It allowed him to build relationships with some of the state’s most recognizable sports figures back when they were unknowns.

Conine, who earned a bachelor’s degree in journalism in 2000, turned those relationships into a series of interviews that he has compiled for his second book, “Republic of Football,” published by the University of Texas Press, which compiles stories of some of Texas’ legendary high school football players, coaches and teams spanning seven decades.

“The idea clicked,” Conine said. “I have a friend who has an agent in New York. I contacted the agent and she said she couldn’t sell it to a New York publisher but that there was definitely an audience and I should take it to regional publishers. UT Press got it right away, and it’s been fun working with them.”

Interviewing the state

Compiling an estimated 150 interviews of players and coaches was a time-consuming process. That included former high school players who are now playing or coaching professionally or in the college ranks, meaning some of the interviews were more complicated than just picking up the phone.

Conine’s trek began in 2014 with a pair of more recognizable names in Texas Tech coach Kliff Kingsbury, who played his high school ball in New Braunfels, and former Baylor

coach Art Briles, a native of nearby Rule, Texas who played at the University of Houston and Texas Tech.

But the process also included getting permission to do interviews from professional teams like the Washington Redskins, Minnesota Vikings and New Orleans Saints. Conine said former Palestine standout and Vikings star Adrian Peterson and former Austin Westlake standout and Saints quarterback Drew Brees were more than happy to talk about their high school days.

Other big names he interviewed include Detroit Lions quarterback Matthew Stafford, former Idalou and Texas Tech standout Tracy Saul and coaches Lovie Smith and Ray Rhodes, just to name a few.

“One of my favorite parts of covering high school sports is seeing high school athletes show signs of stardom,” Conine said. “Some people didn’t call back and a couple of people declined, but the ones I interviewed were enthusiastic about talking about high school football in Texas.”

Conine wrote the first four chapters of the book – “Hamlin,” “New Braunfels,” “Waco” and “Rockport-Fulton” – and submitted them to UT Press, which he signed with in July 2014. In all there are 41 chapters in the book, each designed to be short reads.

“Each chapter is a story in itself, but I think the collection of chapters tells a bigger story about high school football,” Conine said.

Conine added one of the more rewarding aspects of writing this book was not just talking to the players themselves but also to their former high school teammates, who contributed a wealth of knowledge and stories about playing with the soon-to-be stars.

Narrowing the focus

Because he had such a large volume of tremendous stories of high school football glory, figuring out the format and doing so in the time frame agreed to with UT Press became a challenge. Conine discovered the biggest difficulty was time.

“I didn’t intend to drag out the process of interviewing,” Conine said. “I told UT Press I would turn in the manuscript by Sept. 1, 2015 and that’s what I did. I originally thought of doing 50 high school football stories from 50 Texas towns, but one of the first things the editor-in-chief told me was not to be governed by the idea of 50.

“So in the spring of 2015 I saw I could get to 40 but not to 50. It turned out that my last two interviews were with Robert Griffin III and Colt McCoy at Redskins camp, so that got it to 41.”

Conine also said he encountered quite a few surprises in his interviews, teasing to one regarding Hayden Fry, the former SMU, Iowa and North Texas State coach who quarterbacked Odessa High School to the 1946 state championship.

He debuted the book this summer at the Texas High School Coaches Association annual coaching school in San Antonio and received positive feedback. He also received



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satisfying responses from those he interviewed, some of whom also heard about the book from other sources.

“I would like to think that most of them revealed something about a personality that is new,” Conine said. “I know I’m not the first person to hear these stories, but I’ll settle for it being new to the reader.”

Conine, whose first book was about his experiences at St. Andrews in Scotland when he covered The Open Championship in 2010, is working on his third book, tentatively titled “366 Days of Texas Sports.” It has been peer-reviewed to a positive response. The book will examine something that happened in Texas sports history on each day of the year, from the Dallas Cowboys to Little League baseball.

And, who knows. If “Republic of Football” does well, there could be room for more. In a state as big as Texas, there are always stories to tell.

“I think I could easily write another volume of it because I know the process so well at this point,” Conine said.



RaiderWire

Texas Tech vs. Kansas Football Game Calls for Temporary Parking Changes

The changes were made to accommodate Thursday night's football game to reduce traffic congestion on campus.

By K'Leigh Sims

In 20 years, Texas Tech University has hosted two Thursday night football games: one in 2013 and the other tomorrow evening (Sept. 29) as the Red Raiders take on the University of Kansas at Jones AT&T Stadium.

With the game occurring on a weeknight, Texas Tech administrators, along with Transportation & Parking Services, are requiring some logistical changes to parking and traffic routines for the day to reduce traffic congestion on campus and accommodate university faculty, staff and students as well as gamegoers.

The plan

Classes will not be formally cancelled Thursday, but instructors or academic areas can decide whether to hold classes. Some staff members also will be able to leave early, but supervisors will determine which staff are essential for a full day.

All campus parking lots will need to be vacated by 3:30 p.m., with the exception of:

- R01 (west of the Chemistry building)
- R07 (south of the Administration building)
- R13 Visitor (southeast corner of 15th Street and Akron Avenue)
- Flint Avenue garage

Faculty and staff members who remain on duty must relocate their vehicles between the lunch hour and 3:30 p.m. to R01, R13 Visitor or the Flint Avenue garage. Those who park in the Flint Avenue garage must avoid the gated, reserved spaces on the first floor.

At 4:30 p.m., Texas Tech police will begin controlling access to the streets near the stadium, as it will be limited to game day permit traffic only.

Specific instructions for each parking lot is available on the Transportation & Parking Services [website](#).

Staff members who are permitted to leave early are still required to work 40 hours during the workweek. A workweek is considered to be from 12:01 a.m. Sunday through midnight the following Saturday. If the hours are not made up during the workweek, employees may either use accrued vacation leave or take leave without pay.



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For any questions about parking, contact [Transportation & Parking Services](#).



Web Only

The Science of Silence: Captioning Shares Meaning, Not Just Words

Sean Zdenek studies how sounds are communicated in writing.

By Glenys Young

A young man stands on the beach, calling for his dog: “Tippet! Tippet! Come on, Tippet.” The stick it was fetching floats alone in the water. Under the surface, legs flail. The infamous two-note theme of “Jaws” begins. The music quickens, bringing with it an increased sense of foreboding, as the view approaches the underside of an inflatable raft, atop which a young boy paddles with his hands and feet. It comes closer and closer, focusing on the boy’s leg. Suddenly out of the water again, we see a great dark gray mass with a fin break the surface and the boy flails then disappears, his blood spurting and staining the water.

It’s a well-known scene in a well-known movie, but perhaps the most well-known part is the music: that distinctive two-note “dun-dun” that signals the approaching shark, the approaching doom. It’s so ingrained in our minds, it’s nearly impossible to imagine “Jaws” without it.

And yet that’s how millions of people experience the movie. In closed captioning, those infamous two notes are reduced to “♪♪.”

“Captioning provides access to audiovisual content for people who are deaf and hard-of-hearing,” said Sean Zdenek, an associate professor of [technical communication and rhetoric](#) at Texas Tech University. “People have complained for many years about poor-quality captioning and the lack of Internet captions on some content.”

Zdenek studies captioning as a text to be interpreted – a resource of complex meanings and effects. The perspective is new in the humanities when it comes to understanding captioning.

“Typically, captioning has been treated as an add-on, afterthought, technical problem or legal requirement,” he said. “It’s been overly simplified or ignored altogether. My research – and my book [‘Reading Sounds’](#) in particular – attempts to do for captioning what researchers in the humanities have done for other texts such as speeches, TV shows, movies, etc.: to make sense of captioning as a significant resource of meaning and creativity. I want to show how captions create meanings, effects and experiences that are specific to captions and the mode of writing.”

Captioning is a personal matter for Zdenek, whose 19-year-old son was born with profound hearing loss in both ears.

“Long before I began to write about captioning, it was just a part of our home life, albeit a very important part that provided crucial access to information for our son,” he said. “My first important lesson related to captioning was about access and how everyone needs access to content regardless of hearing ability.”

So he began studying how to make captions more accessible to all audience members.

“After watching closed captioning at home for many years, I took note of some really interesting things about how captions function to shape the meaning of the program,” Zdenek said. “We talk a lot about equal access for all, but accessing content through reading is not the same as accessing it through listening, and doing both at the same time, as hearing and hard-of-hearing viewers do, is also different than accessing content through either one alone.”

Zdenek’s specialty is in non-speech sounds.

“I’m particularly interested in non-speech sounds that are unique and can’t be captioned easily or can be captioned in multiple ways, such as the droning sound that the Hypnotoad makes on ‘Futurama,’” he explains. “The Hypnotoad sound is actually made by playing a turbine engine sound backwards, but the meaning of the engine sound only becomes clear in context. When the sound is made by an animated toad character, it can’t be captioned as ‘(TURBINE ENGINE SOUND)’ because that doesn’t make sense in context. It needs to be captioned in terms of the animated toad character that makes that sound.

“The captioner’s agency and creativity are on full display with unusual or unique non-speech sounds.”

Why is a captioner’s creativity so important?

“Captioners don’t simply copy down sounds in written form; they produce meaning in the act of interpreting the soundscape,” he said. “While captioners have access to scripts, cast lists and other production notes, these documents don’t tell them how to choose which sounds are significant and how to caption them.”

Speech sounds are usually significant, Zdenek said, and as such they should be captioned verbatim, but things can get messy quickly. For example, if people are talking faintly or indistinctly in the background, should those faint speech sounds be captioned verbatim? What if two or more people are speaking at the same time? What if people are speaking too quickly and their speech needs to be edited to meet reading speed guidelines?”

For non-speech sounds, captioners have almost total control over the interpretation of the soundscape, Zdenek said. Multiple layers of sound fill up the soundtrack: foreground speech, background speech, paralinguistic sounds such as yelling, instrumental music, lyrics and sound effects such as explosions. All of these sounds can’t be captioned, nor should they, in his opinion.

“Something happens to sound when it is captioned,” Zdenek said. “It comes forward – I say that captions ‘equalize’ sounds – and may intrude on the reader’s attention. Repeatedly captioning the (DOG BARKING) in the background may lead readers to assume the dog is



more significant than it really is. Maybe the dog's barking is just part of the stock soundscape, but when captioned, the dog sound becomes prominent and can lead to misunderstanding."

One part of Zdenek's non-speech sounds research focuses on sonic allusions: well-known sounds that reappear in other contexts.

"I analyze a number of allusions to famous sounds from the past such as the five-note motif in 'Close Encounters of the Third Kind,' which occurs in a number of later movies and TV shows, such as 'Supernatural.' In 'Close Encounters,' a small snippet from the 'Jaws' theme can be heard in one of the last scenes of the movie," Zdenek said. "'Close Encounters' is an old example, but the thing about some non-speech sounds is that they originated in the past, such as song titles and lyrics. Captioners need to recognize these sonic allusions and caption them appropriately. It might surprise you that many sonic allusions are missed by the captioner."

Of course, deaf and hard-of-hearing viewers are not the only ones who can benefit from captioning. In his book, Zdenek references many times when captions can help hearing viewers: children learning to read; adults or children learning a second language; a late-night viewer who doesn't want to wake a sleeping partner or child; college students reviewing a recorded lecture; and more.

"Having access to both sound and writing can help hearing viewers make sense of what they're hearing," he explained. "This may sound strange, but hearing people don't always know what they're hearing, or they may think they know but are wrong. Music lyrics are a great example, because hearing people are famous for misinterpreting lyrics; we think we know what words are being sung and can be hilariously wrong. When captions print lyrics on the screen, those words become more easily understood.

"Other examples include names of people or unusual and made-up nouns. The 'Harry Potter' movies are full of examples. When hearing people can read the words being said like 'expelliarmus,' they are more quickly and efficiently understood. This is one of the effects of writing – it provides more efficient access to information than listening alone."

While captioning is helpful to many people, Zdenek said it can be difficult to do because it's a highly interpretative practice rather than an objective science.

"Captions have the potential to create a new text and a different experience of the movie or TV show for viewers," he said. "The soundscape must be interpreted and channeled into an accessible form of writing for time-based reading. I like to refer to the '3 Cs,' which I think is a helpful way to point to a different view of captioning, one not predicated on simple transcription or copying: captioning is complex, contextual and involves creative solutions to sometimes difficult problems."



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RaiderWire

Welcome to the New RaiderWire!

RaiderWire will serve as a new internal communications website to showcase faculty and staff accomplishments, feature areas on campus and provide employment information.

By K'Leigh Sims

Welcome to the new RaiderWire, an internal communications website for Texas Tech University faculty and staff members. Formerly a newsletter, the new website will serve as a platform for the university community to showcase faculty and staff accomplishments, feature different areas on campus and provide employment information on a regular basis.

When visiting RaiderWire, you will see stories and posts such as:

- New faculty and staff profiles
- Awards, achievements and accolades of university faculty and staff
- University announcements
- Events relevant to Texas Tech employees
- Human resources tips and information
- Profiles of programs, departments and resources on campus
- Internal news and more

On the homepage you will find links to employee resources, such as Raiderlink, TechAnnounce, Faculty/Staff Senate, IT Help Central and more; a link to Texas Tech Today, the university's main news website; and a faculty and staff calendar. There also are two buttons where you can suggest RaiderWire stories and/or subscribe to RaiderWire via email.

The [Office of Communications and Marketing](#) is excited to launch this new internal communications website for faculty and staff at Texas Tech. Be sure to check back regularly to see what's going on around campus and follow RaiderWire on Twitter [@RaiderWire](#).

For questions or story suggestions, contact RaiderWire at raiderwire@ttu.edu.