



TEXAS TECH UNIVERSITY SYSTEM

Office *of* Communications and Marketing

News Releases

January through April 2004

LOG SHEET		
Separated by Weeks		
01/05/04	Expert Available to Discuss Creating a Healthy Eating Plan	MR
01/05/04	Richard V. Homan, M.D. Named Vice President for Clinical Affairs	SCM
01/07/04	Daniel Cooke, Ph.D. Directs NASA-funded Research on Intelligent Controls Architectures	SS
01/07/04	Ronald J. Kendall, Ph.D. Appointed to the National Research Council on the Superfund Site Assessment and Remediation in the Coeur D'Alene River Basin	TTB
01/08/04	TTUHSC Continuing Nursing Education Program Presents "Ethical Dimensions of End of Life Care"	MHP
01/12/04	TTU Space Experts Available for Comment	SP
01/14/04	Seventh Annual Girls and Women in Sports Day	KH
01/14/04	Super Saturday Registration Now Open	SLP
01/20/04	Ribbon-cutting for the TTU Marsha Sharp Center for Student Athletes - Event Advisory	SLP
01/20/04	Water . . . Preserving Our Common Wealth Conference - Event Advisory	TTB
01/20/04	TTU Vietnam Center Celebrates Tet, the Vietnamese New Year	TTB
01/21/04	President Town Hall Meeting - Event Advisory	SLP
01/22/04	The Marsha Sharp Center for Student Athletes Opens	SLP
01/22/04	Four-year Graduation Contract with Incoming Freshman Begins Fall 2004	SLP
01/23/04	Texas Tech University News and Events	TTB
01/26/04	Pamela Eibeck, Ph.D. Named New Dean of the College of Engineering	SS
01/26/04	School of Nursing Annual Scholarship Stampede	RC
01/26/04	Red Raider Readers Valentine's Day Program	SCM
01/26/04	The Organization Efficiencies Committee and Accenture to Review Organizational Structure of TTU and TTUHSC	SLP
01/26/04	How Added Sweeteners Affect the American Diet - Event Advisory	MR
01/28/04	Third Annual African American History Month	SS
01/29/04	Diabetes Education for Health Care Professionals Program Offered	MHP
01/29/04	Texas Tech Receives \$10.5 Million in 2004 Federal Appropriations	SLP
02/02/04	Spring 2004 Enrollment Sets New Record	SLP
02/02/04	Grand Opening of Union Bistro	TTB
02/02/04	TTUHSC Experts Available for February Health Issues	MR
02/03/04	Carlton Britton, Ph.D. Receives the Outstanding Undergraduate Teaching Award	TTB
02/03/04	Gerald Myers Statement Regarding Altercation Between Chancellor and Knight	SLP
02/04/04	Third Annual African American History Month Continues	SS
02/05/04	Check Presentation from ExxonMobil - Event Advisory	PR
02/05/04	The Medical Management of Elder Abuse: A Practical Approach Workshop	MR
02/06/04	Eighth Annual Nurse Practitioner Workshops	MHP

02/09/04	Media Briefing on TTU, TTUHSC, TTUS	SLP
02/10/04	2004 College of Agricultural Sciences and Natural Resources Distinguished Alumni	TTB
02/10/04	C-130 Aircraft to be Used in Full-scale Testing of Wind Loading on Building and Roof Structures - Event Advisory	SS
02/10/04	The Society for Advancement of Chicanos and Native Americans in Science Selects Texas Tech as Home for Student Chapter	PR
02/11/04	Coast Guard Vice Admiral Terry M. Cross to Visit the Institute of Environmental and Human Health	SS
02/11/04	Third Annual African American History Month Continues	SS
02/11/04	Vanessa Siddle Walker to Speak at the College of Education	PR
02/12/04	College of Engineering Team Wins the Heavy Civil Division of the Associated Schools of Construction's Region V Student Competition	SS
02/13/04	First Student Chapter of the Society of Advancement of Chicanos and Native Americans in Science - Event Advisory	PR
02/13/04	Office of Women's Studies Mark March as Women's History Month at Texas Tech	PR
02/16/04	ING Alliance for Diversity in Financial Planning Event Advisory	TTB
02/16/04	2004 Fulbright Visiting Scholar Ali Loury, Ph.D. - Event Advisory	PR
02/17/04	Staff Members from the U.S. Senate and House of Representatives Become Doctors for a Day at TTUHSC	SCM
02/17/04	Texas Tech University News	TTB
02/17/04	TTU Speech and Debate Team Win First Place in the Texas State Speech and Debate Competition	PR
02/17/04	Career Gateway Co-Hosted by the Rawls College of Business Administration	TTB
02/17/04	2004 Agricultural Dean's Scholars	TTB
02/18/04	Architecture Hosts a Multipanel Student in Sustainable Architecture	PR
02/18/04	Victoria Sutton, Ph.D., Selected to Chair the Association of American Law Schools	PR
02/18/04	Health Care Expert to Speak at the Rawls College of Business - Event Advisory	SLP
02/18/04	Third Annual African History Program Continues	SS
02/18/04	ING U.S. Financial Services, TTU, Prairie View A&M University Launch the ING Alliance for Diversity in Financial Planning	TTB
02/18/04	Reception for Ag Sciences Dean Candidate Frank E. Gilstrap - Event Advisory	SLP
02/18/04	TTU Statement Regarding Financial Aid Investigation	SLP
02/19/04	President M. Roy Wilson, M.D. and Other Texas Tech M.D.s named in "The Best Doctors in America 2003-2004"	MR
02/19/04	Robotics Quest Festival	SS
02/19/04	2004 Spring Congressional Interns	SS
02/19/04	2004 Spring Congressional Intern - Clayton Bruce Isom, Idalou	SS
02/19/04	2004 Spring Congressional Intern - Crystal Renee Sumner, Mesquite	SS
02/19/04	2004 Spring Congressional Intern - Erin Elizabeth McCurdy, Houston	SS
02/19/04	2004 Spring Congressional Intern - Haley Ann Hillard, Abilene	SS
02/19/04	2004 Spring Congressional Intern - Krysta Ann Jones, Canyon	SS
02/19/04	2004 Spring Congressional Intern - Emily Grace Ehrlich, Perryton	SS
02/19/04	2004 Spring Congressional Intern - Richard Bland Dennis, Round Rock	SS
02/19/04	2004 Spring Congressional Intern - Ellie Mae Harrison, Lubbock	SS
02/20/04	2004 Chancellor for a Day	SLP

02/23/04	KTXT-TV 2004 Fundraising Festival	SLP
02/23/04	Texas Tech Fundraising Efforts	SLP
02/23/04	2004 Spring Intern - Deepa Sathianath Menon, Abu Dhabi, United Arab Emirates	SS
02/24/04	School of Mass Communications Hall of Fame Luncheon	PR
02/24/04	The Internet and its Impact on the 2004 Presidential Race	PR
02/24/04	Registration for TTU's Spring Break Camp Event Advisory	SS
02/24/04	Inauguration of John Whitmore, Ph.D., 14th President of TTU - Event Advisory	SLP
02/24/04	Classes Rescheduled Due to Weather	SLP
02/25/04	Four TTUHSC Researchers' article: Older Person's Evaluations of Health Care: The Effects of Medical Skepticism and Worry about Health is Published in the February 2004 <i>Health Services Research</i>	SLP
02/25/04	Tribute to Teachers 2004	PR
02/25/04	Civil Engineering Classes to Demonstrate the Rube Goldberg Machines	SS
02/25/04	Third Annual American History Month Program Continues	SS
02/26/04	Reception for Kevin Pond, Ph.D. as Dean Candidate for the College of Agricultural Sciences and Natural Resources Event Advisory	TTB
02/26/04	Human Sciences Week	TTB
02/26/04	Kishor C. Mehta, Ph.D. Elected to the National Academy of Engineering	SS
02/26/04	TTU Board of Regents Meeting	SLP
02/27/04	TTU Board of Regents Approve Tuition Rate Hike	SCM
02/27/04	A Large Portion of Tuition Increase to be Set Aside for Scholarships and Financial Aid	SLP
02/27/04	Professors Neil Kurtzman, M.D. Receives the Grover E. Murray Professorship and Abdelhafid Gaiti, Ph.D. Receives the Paul Whitfield Horn Professorship; New Board of Regents are Sworn In	PR
02/28/04	Jon Whitmore, Ph.D. Installed as Texas Tech's 14th President	SLP
03/01/04	Science: It's a Girl Thing Summer Camp	SS
03/01/04	Four-year Colleges and Universities Participate in Survey Concerning Tobacco Use Among College Students	SCM
03/02/04	Reception for Dean Candidate Marvin Cepica, Ph.D. Event Advisory	TTB
03/03/04	Landscapes of Jewish Experience Lecture by Lawrence Langer	PR
03/03/04	Nazi Political Posters: The Art of Propaganda Lecture by Ingrid Fry, Ph.D.	PR
03/03/04	37th Annual Comparative Literature Symposium	PR
03/03/04	Department of Engineering Technology Competing in the Associated Schools of Construction National Student Competition	SS
03/03/04	Back to Basic--Training for Leadership Workshop	TTB
03/03/04	Reception for Dean Candidate Mark Cochran, Ph.D. Event Advisory	TTB
03/03/04	Iron Horse Literary Review Presents Deborah Magpie Earling	PR
03/03/04	Eleventh Annual Forensic Science Seminar - Event Advisory	RK
03/04/04	TTU Rawls College of Business, Phi Sigma Beta, International Business Students and Tech Marketing Association Sponsor Blood Drive	TTB
03/04/04	Southern Association of Colleges and Schools Accreditation Plan	TTB
03/04/04	Prevention Tips for the West Nile Virus	MR
03/08/04	Annual Test of the Emergency Siren System - Event Advisory	SLP
03/08/04	Dina Day Trip for the Crusader Raider Club - Event Advisory	SS
03/08/04	Second Annual West Texas Economic Development Summit	PR
03/09/04	Spring Break Safety Tips	RC
03/09/04	Dedication Ceremony for the South Plains Closing the Gaps Coalition Event Advisory	MR



03/10/04	National Pain Foundation Website	MR
03/12/04	The English Department Receives the Texas Tech University's Teaching Academy 2004 Excellence in Teaching Award	PR
03/12/04	Third Annual Support Tomorrow's Educators Program Conference	PR
03/12/04	Seventh Annual city Lights Charity Ball	RC
03/15/04	2004 Quality Service Awards	SS
03/15/04	Gerald Skoog Named 2004 Robert H. Carleton Award from the National Science Teachers Association	PR
03/16/04	Match Day for TTUHSC Students - Event Advisory	MR
03/17/04	The Law Review from the TTU School of Law Hosts the 2004 National Conference of Law Reviews	PR
03/17/04	Sankar Chatterjee and R. J. Templin Discovered Keys to the Pterosaurs Wings	PR
03/22/04	Iron Horse Literary Review will be by Mark Spragg	PR
03/22/04	Seshadri Ramkumar, Ph.D. and Associates Develop a Friction Software Program for the Material-related Industries	TTB
03/22/04	TTUHSC School of Medicine Students Host "Put Your Boots on for Food and Fun" - Event Advisory	RC
03/23/04	Texas Tech University Chosen for One of Twelve Cluster Leaders for the Carnegie Academy for the Scholarship of Teaching and Learning	TTB
03/24/04	Patti Patterson, M.D. Appointed to the National Advisory Committee on Rural Health and Human Services	SCM
03/24/04	College of Engineering Announces Distinguished Engineer	SS
03/24/04	Carleton Phillips, Ph.D. Goes to Iraq to Help the Rebuilding of the Iraqi Science Programs	PR
03/24/04	Ph.D. Program Added to the Communication Sciences and Disorders Major in the School of Allied Health	MHP
03/24/04	TTUHSC Continuing Nursing Education Program Presents "Chronic Congestive Heart Failure and Hypertension"	MHP
03/24/04	Diabetes Education for Health Care Professionals Program	MHP
03/26/04	Emergent Technologies, Inc. License Antibody Drug Discovery Technology from TTUHSC	MHP
03/26/04	T. Boone Pickens to Speak at the Rawls College of Business	TTB
03/29/06	Handicapped Awareness Week - Event Advisory	TTB
03/29/04	Severe Weather Experts Available	SS
03/29/04	Second Annual TTU Health Professions Career Fair - Event Advisory	MR
03/31/04	International Water Law Expert Available	PR
03/31/04	New Reference Book by Herman E. Wyandt, Ph.D., and Vijay S. Tonk, Ph.D. <i>Atlas of Human Chromosome Heteromorphism</i>	RC
03/31/04	College of Education Co-Hosts Seminar Focusing on Siblings of Children with Autism	PR
04/01/04	Red Raider Readers Program	SCM
04/02/04	Festival 2004 Brings in \$99,049 for the KTXT-TV Channel 5/Digital 39	TC
04/02/04	Seventh Annual City Lights Charity Ball	RC
04/05/04	Santa Fe Opera's Annual Apprentice Tour	SS
04/07/04	TTUHSC Closes Mobile Mammography Clinic	SCM

04/07/04	The Establishment of the First Community Health Observatory	SCM
04/08/04	2004 Exemplary Initiatives Awards Competition	PR
04/08/04	School of Music's 28th Annual Scholarship Concert	SS
04/08/04	TTUHSC Continuing Nursing Education Presents "Overview of Common Psychiatric/Mental Health Disorders	MHP
04/12/04	Marvin Cepica Selected as the New Dean of the College of Agricultural Sciences and Natural Resources	TTB
04/12/04	Order of the Whirling Dervishes of Rum to be Performed at the Student Union Building	SS
04/12/04	International Year of the Family Seminar - Racial Diversity Within Families: Challenges and Possibilities	TTB
04/12/04	Jeff Morris of ALON USA to Speak at the Rawls College of Business Chief Executive Roundtable - Event Advisory	TTB
04/13/04	Lighting the Path to Preeminence Symposium and Community Reception Event Advisory	SCM
04/13/04	FFA Career Development Judging Contest - Event Advisory	TTB
04/13/04	Ground Breaking for Natural Science Research Laboratory Addition Event Advisory	SLP
04/13/04	Tech Rodeo Team Members Place Third at the Western Texas College Rodeo	TTB
04/14/04	2004 Quality Service Awards	SS
04/14/04	Kent State University Donates the Social Movements Collection to TTU	TTB
04/15/04	Jon Whitmore Becomes Member of the College of Fellows of the American Theatre	SLP
04/15/04	Science: It's a Girl Thing	SLP
	William L. Ballenger, Ph.D. Named New Music Director	SS
04/15/04	Texas Tech Parents Association's Annual Spring Scholarship Breakfast	SS
04/15/04	Living with Grief: Alzheimer's Disease Teleconference	MR
04/16/04	Gen. Nguyen Khanh Visits Texas Tech - Event Advisory	TTB
04/16/04	Catch the Engineering Bug Sponsored by the Society of Women Engineers Event Advisory	SS
04/17/04	TTUHSC President Shares His Vision for the Health Sciences Center	SCM
04/19/04	Consul General of France to Speak on French and US Relations	TTB
04/19/04	Asthma Rates Higher in West Texas than US	SCM
04/20/04	College of Human Sciences Apparel Design and Manufacturing Program Host Fashion Show - Event Advisory	TTB
04/21/04	Two Major Gifts Announcement - Event Advisory	SLP
04/21/04	New Masked Rider - Event Advisory	TTB
04/21/04	San Antonio Livestock Exposition Gives Money for Endowed Chair in the College of Agricultural Sciences and Natural Resources	JW
04/22/04	Reading by author Jacqueline Kolosov-Wenthe - Event Advisory	PR
04/22/04	Anonymous Donor Gives \$6.5 Million Bequest	JW
04/22/04	NIH Grant Received for ACL Research	MR
04/22/04	Diabetes Education for Health Care Professionals	MHP
04/23/04	Scholarships for Bilingual or English as a Second Language are Available for the 2004 Summer Sessions	PR
04/23/04	Evan Smith, Speaker for the William S. Morris III Distinguished Lecture Series	PR
04/23/04	Angela Valenzuela, Speaker for Helen DeVitt Jones Lecture and Seminar Series	PR
04/23/04	Transfer of Reins Ceremony	TTB

04/23/04	The Other Carmina Burana Musical Presented by the College of Visual and Performing Arts - Event Advisory	SS
04/26/04	Sculpture of Jerry S. Rawls to be Unveiled	TTB
04/26/04	Arbor Day	TTB
04/26/04	Equestrian Center Donation - Event Advisory	TTB
04/27/04	Texas Tech 's Role is Agro-Terrorism Security	SLP
04/27/04	TTU Law School Student, Mark DesNoyer, Named Outstanding Law Student of the Year in Who's Who: American Law Students	PR
04/27/04	Rawls College of Business 2004 Distinguished Alumni Dinner	TTB
04/27/04	Creative Services Wins Several Awards for the Society of Publication Designers	SS
04/28/04	Annual Project Demonstration Day - Event Advisory	SS
04/28/04	Safety Fair - Event Advisory	SLP
04/28/04	TTUHSC President to Speak at the African-American Leadership Summit	SCM
04/30/04	Chancellor Smith Writes Report on Vaccines	SLP
04/30/04	News Conference to Announce Professorship in Human Sciences	SLP
	Event Advisory	
04/30/04	International Cultural Center to Sponsor Interdisciplinary Border Conference - Event Advisory	TTB



Texas Tech University System  
NEWS & PUBLICATIONS

t i p s h e e t

**FOR IMMEDIATE RELEASE**  
January 5, 2004

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**EXPERT AVAILABLE TO DISCUSS CREATING A HEALTHY EATING PLAN**

<http://www.texas-tech.edu/newshome>

As the new year begins, the list of resolutions becomes long. One of the most popular, if not the No. 1 resolution, is the quest to lose weight. Losing weight corresponds with exercising and making healthier food choices.

Kathy Chauncey, R.D., Ph.D., a registered dietitian and associate professor in the Department of Family and Community Medicine at the Texas Tech University Health Sciences Center, created a diet plan that revolves around whole foods. The plan helps direct individuals toward decreasing their intake of flour and refined sugars and encourages the intake of whole and unprocessed food.

After receiving numerous requests about the whole foods plan, Chauncey authored a book, "Low-Carb Dieting For Dummies."

**CONTACT: Melody Ragland, Office of News and Publications, (806) 743-2143 or [melody.ragland@ttuhsc.edu](mailto:melody.ragland@ttuhsc.edu).**



Texas Tech University Health Sciences Center

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**FOR IMMEDIATE RELEASE**

January 5, 2004

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**HOMAN BEGINS AS NEW VICE PRESIDENT OF CLINICAL AFFAIRS**

LUBBOCK – President M. Roy Wilson, M.D., today (Jan. 5) named Richard V. Homan, M.D., as vice president of clinical affairs for the Texas Tech University Health Sciences Center.

Homan currently serves as dean of the School of Medicine at the health sciences center and will continue to serve in a dual capacity.

Wilson said this is a newly created position that replaces former Vice President James Laible. The new position will be responsible for a number of issues. “Dr. Homan is familiar with the role of clinical affairs through his work as the dean of our School of Medicine. His leadership and dedication to our students and patients will continue in his new role of vice president.”

Homan will oversee the approximately \$100 million budget of Health Care Systems which includes the development and implementation of systems to manage the Texas Department of Criminal Justice contracts, Texas Tech Physician Associates, as well as other health care objectives throughout the health sciences center. He also will coordinate the delivery of multidisciplinary clinical services.

“I am excited about the opportunity to enhance the coordination and communication of clinical services,” Homan said. “We will continue to look at ways to coordinate interdisciplinary clinical services with all of the schools within the health sciences center in order to benefit our patients to receive quality care from all disciplines.”

Homan replaces Laible who served as vice president for health care systems and hospital relations for 10 years. Laible retired from his position but will continue to serve as a part-time special assistant to the president. Homan begins as vice president effective today.





Texas Tech University System  
NEWS & PUBLICATIONS

t i p s h e e t

**FOR IMMEDIATE RELEASE**

DATE: January 7, 2004

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**TEXAS TECH RESEARCHERS ASSISTED WITH NASA MARS MISSION**

[www.kastech.edu/newshome](http://www.kastech.edu/newshome)

Daniel Cooke, Ph.D., professor and chair of the Computer Science Department at Texas Tech University and director of the Center for Advanced Intelligent Systems, was with NASA during the planning of the robot explorer "Spirit" mission to Mars. The program he managed funded some of the computer technology developed to support the mission. Since returning to Texas Tech, he has directed NASA-funded research on intelligent controls architectures. In October, the Computer Science Department hosted a two-day workshop for NASA engineers and researchers who are doing similar work. Included in the workshop were Jet Propulsion Laboratory researchers who provided much of the software support technologies onboard "Spirit."

Cooke is available to speak with reporters on artificial intelligence and computer tools for space exploration, as well as a wide variety of topics related to the "Spirit" mission.

**Cooke can be reached at (806) 742-1193 or at [dcooke@coe.ttu.edu](mailto:dcooke@coe.ttu.edu).**



**FOR IMMEDIATE RELEASE**

Date: January 7, 2004

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**TEXAS TECH UNIVERSITY CHAIR APPOINTED  
TO NATIONAL COMMITTEE**

LUBBOCK – Ronald J. Kendall, Ph.D., professor and chairperson of the Texas Tech University Department of Environmental Toxicology and director of the Institute of Environmental and Human Health (TIEHH), has been appointed a member of the National Research Council Committee on the Superfund Site Assessment and Remediation in the Coeur D'Alene River Basin.

"It's an outstanding opportunity to contribute to the nations' effort through the Environmental Protection Agency to improve Superfund site assessment from a science based approach that makes economic sense," said Kendall.

This new committee, being implemented through the National Academy of Sciences, will evaluate the Coeur D'Alene River Basin Superfund site in northern Idaho, as a case study to examine the Environmental Protection Agency's scientific and technical practices in site characterization, human and ecological risk assessment, remedial planning and decision making.

This committee will assess the adequacy and application of EPA's own Superfund guidance, in terms of current available scientific and technical knowledge and best practices. This committee also will strive to provide guidance to facilitate scientifically based and timely decision making for the site in the future.

Kendall has experience in ecological toxicology and environmental risk assessment. Previously, he served as chairperson of the Federal Insecticide Fungicide Rodenticide Act Scientific Advisory Panel of the United States Environmental Protection Agency.

"With this new appointment on the National Research Council Committee, I will have a continued opportunity to contribute to risk assessment strategy, as well as making recommendations to the agency's decision making process."

-30-

**SOURCE: Ron Kendall, professor and chairperson of the Texas Tech University Department of Environmental Toxicology and director of Institute of Environmental and Human Health, (806) 885-4567 or [ron.kendall@ttu.edu](mailto:ron.kendall@ttu.edu).**



**FOR IMMEDIATE RELEASE**

January 8, 2004

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**SCHOOL OF NURSING OFFERS COURSE ON END OF LIFE CARE**

LUBBOCK – Texas Tech University Health Sciences Center's Continuing Nursing Education Program will present "Ethical Dimensions of End of Life Care" Jan. 23 in Room 2C103 at the health sciences center in Lubbock.

The purpose of the program is to provide practicing nurses with a comprehensive approach to care of the dying patient, with an emphasis on the ethical dimensions of nursing care at the end of life.

Registration for the course will take place from 8:30 a.m. to 9 a.m. and the course is scheduled from 9 a.m. to 4:15 p.m. The registration fee for the course is \$104.

Speaker for the course is Cheryl Vaiani, R.N., M.S.N., Ph.D., from the University of Texas Medical Branch in Galveston.

Participants will receive 6.3 contact hours upon completion of the course.

For more information, contact Carolyn Brackett, educational coordinator for continuing nursing education, at (806) 743-2734 or [cne@ttuhsc.edu](mailto:cne@ttuhsc.edu) or visit <http://www.ttuhsc.edu/son/cne/cne.htm>.



**FOR IMMEDIATE RELEASE**

DATE: January 12, 2004

CONTACT: Sally Post, sally.post@ttu.edu

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**TEXAS TECH UNIVERSITY SPACE EXPERTS AVAILABLE FOR COMMENT** <http://www.texas-tech.edu/newshome>

Daniel Cooke, Ph.D., professor and chair of the Computer Science Department at Texas Tech University and director of the Center for Advanced Intelligent Systems, was with NASA during the planning of the robot explorer "Spirit" mission to Mars.

The program he managed funded some of the computer technology developed to support the mission. He also has directed NASA-funded research on intelligent controls architectures.

Cooke is available to speak with reporters on artificial intelligence and computer tools for space exploration, as well as a wide variety of topics related to the "Spirit" mission.

**Cooke can be reached at (806) 742-1193 or at [dcooke@coe.ttu.edu](mailto:dcooke@coe.ttu.edu).**

Ellen Peffley, Ph.D., professor of horticulture in the department of plant and soil science at Texas Tech University and the research team leader, is cultivating vegetables that can be grown in space.

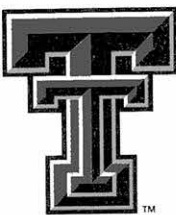
The team's research is part of the Advanced Life Sciences program of NASA and is about developing a strategy to optimize growth of onion plants in a closed system for fresh consumption by astronauts while on a planetary (lunar or Mars) setting.

Plants grown under high CO2 respond differently from those grown under ambient CO2 and the team is studying what new compounds are formed or how they may be altered.

**Peffley can be reached at (806) 742-2637 or [ellen.peffley@ttu.edu](mailto:ellen.peffley@ttu.edu).**

Raymond Knox, M.Ed., professor of Aerospace Studies and Commander of Air Force ROTC Detachment 820, Texas Tech University is available to answer questions regarding aerospace studies and military applications,

**Knox can be reached at (806) 742-2143 or [buddy.knox@ttu.edu](mailto:buddy.knox@ttu.edu)**



**FOR IMMEDIATE RELEASE**

Date: January 14, 2004

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**GIRLS AND WOMEN IN SPORTS DAY SET AT TEXAS TECH**

LUBBOCK -- The seventh annual Girls and Women in Sports Day is scheduled for 8:45 a.m. to 11:30 a.m., Saturday, (Jan. 17), at the Student Recreation Center on the Texas Tech campus. The play day for girls in kindergarten through 6th grades and their mothers or other female mentors is organized by Texas Tech's Department of Athletics, Recreational Sports and the Department of Health, Exercise and Sport Science.

In recognition of National Girls and Women in Sports Day, Texas Tech coaches, athletes and female mentors have gathered together on the Texas Tech campus for the day to remind young girls that sports and physical activities lead to healthier lives. All participants will receive a T-shirt, a light brunch and two tickets to the Lady Raider game against the Baylor Bears on Saturday evening. New Texas Tech Lady Raider 3-point record-holder, Natalie Ritchie, will speak briefly to participants.

United Supermarkets is sponsoring the event, making it cost-free to participants. However, pre-registration is required by calling (806) 742-3828, as spots are limited. To pre-register for the Girls and Women in Sports Day, please have available the girl's name, the name of the mother (or other female mentor), girl's grade level, zip code and telephone number.

Through a day of activities including volleyball, soccer, softball and fitness, women and girls will learn more about these sporting events while spending time together and developing an appreciation for the sports. National Girls and Women in Sports Day was initiated in 1987 to bring attention nationally to the achievement of women athletes and to challenges and issues facing females in sports.

According to organizers, sports activities give girls and women the power and confidence to compete throughout life. Girls who participate in sports are more likely to graduate from high school, to stay off drugs and to have a higher self-esteem. Sports and fitness programs also keep women healthy throughout their lives. Just four hours of exercise each week reduces the risk of breast cancer by more than 50 percent and reduces heart disease and osteoporosis.

Title IX mandates that girls and women be given the opportunities to participate in sports. "All sports provide opportunities for girls to learn life lessons, such as teamwork, confidence, responsibility, goal-setting and leadership. Our focus is to develop an interest in sports in young girls so that they will aspire to participate throughout their

-more-



lives. Having an active mother or mentor assists girls to continue on this path to higher self-esteem and a healthier lifestyle," notes Judi Henry, Ed.D., senior associate athletic director at Texas Tech University. "We're targeting this age group because we need to start physical activity before society influences the girls in junior high. Even if a girl doesn't become a competitive athlete, she still can benefit from learning skills and being physically fit," comments Betty Blanton, associate director of the Recreational Sports Center.

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**SOURCE:** Judi Henry, Ed.D., Texas Tech senior associate athletic director, (806) 742-3355.



Texas Tech University System  
NEWS & PUBLICATIONS

n e w s   r e l e a s e

**FOR IMMEDIATE RELEASE**

Date: January 14, 2004

CONTACT: Sally Logue Post, [sally.post@ttu.edu](mailto:sally.post@ttu.edu)

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**SUPER SATURDAY REGISTRATION NOW OPEN**

<http://www.texastech.edu/newshome>

LUBBOCK -- Registration is now open for the spring session of Super Saturdays at Texas Tech University. Super Saturdays is an academic enrichment program for children in kindergarten through 12th grade. Super Saturday's classes meet for four consecutive Saturdays on the Texas Tech campus beginning Feb. 14 and concluding March 6. The Institute for the Development and Enrichment of Advanced Learners (IDEAL) sponsors the program.

Classes offered include: cooking, chemistry, rock climbing and forensics. Instructors for the classes are members of the Texas Tech faculty, graduate students and public school teachers. Classes are hands-on and some include field trips. One goal of Super Saturdays is to introduce children to a variety of subjects to help them focus on an academic path. Students may take up to two classes. The average cost per class is \$65, but fees vary according to subject. Some scholarship assistance is available.

To participate in Super Saturdays, students must submit a recent report card with a B+ or better average or submit a letter of recommendation from a school teacher or school official. For more information, or to register, phone (806) 742-2420.

-30-

**SOURCE:** Martha Hise, Texas Tech IDEAL director, at (806) 742-2420, or via e-mail at [m.hise@ttu.edu](mailto:m.hise@ttu.edu).



**EVENT ADVISORY**

Date: January 20, 2004

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**RIBBON-CUTTING SET FOR MARSHA SHARP CENTER**

- WHAT:** Ribbon-cutting for the Texas Tech University Marsha Sharp Center for Student Athletes.
- WHEN:** 11 a.m., Thursday, (Jan. 22).
- WHERE:** North side of the Marsha Sharp Center for Student Athletes in the patio area between the center and the Frazier Pavilion.
- EVENT:** The 15,500-square foot building includes two classrooms, two computer labs, tutoring rooms, a study lounge and administrative offices. The Wick and Janna Alexander Academic Hall of Honor recognizing student athletes who excel both in the classroom. A grove of trees on the east side of the building will honor Texas Tech student athletes who have passed away.
- CONTACT:** Judi Henry, Ed.D, Texas Tech senior associate athletic director, (806) 742-3355.



**EVENT ADVISORY**

Date: January 20, 2004

CONTACT: Tiffany Tubbs-Berry, [tiffany.tubbs@ttu.edu](mailto:tiffany.tubbs@ttu.edu)

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**TEXAS TECH UNIVERSITY SPONSORS WATER CONFERENCE** [www.ttxastech.edu/newshome](http://www.ttxastech.edu/newshome)

**WHAT:** The Texas Tech University Water Resource Center, Texas Tech University and the Texas Tech Southwest Collection/Special Collections Library are sponsoring a water conference.

**WHEN:** 8:30 a.m. - 5 p.m., Saturday (Feb. 7).

**WHERE:** The Home Mercantile Building, located at the corner of Second and Leo Streets in Nazareth, Texas.

**EVENT:** Ogallala Commons, a resource network for the High Plains-Ogallala Aquifer region, is hosting a conference on "*Water...Preserving our Common Wealth*." Judy Reeves, Ph.D., and Ken Rainwater, Ph.D., will address "History and Hydrology of the Southern Ogallala Aquifer Region."

Registration for the conference is \$30 per person and must be sent in by February 2nd to guarantee lunch. An early registration discount fee of \$20 per person is available if registration is received by January 24<sup>th</sup>. Walk-in registration on the day of the conference is \$30 per person, and does not guarantee lunch.

Additional sponsors of the conference include: Running Water Soil & Water Conservation District, High Plains Underground Water Conservation District No. 1, Panhandle Groundwater Conservation District No. 3, North Plains Groundwater Conservation District, Playa Lakes Joint Venture, High Plains RC&D, Texas Living Waters Project, Rocky Mountain Farmers Union-Cooperative Development Center and CENEX / Harvest States Foundation.

For more information call Darryl Birkenfeld at (806) 938-2529 or visit [www.ogallalacommons.org](http://www.ogallalacommons.org)



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## **EVENT ADVISORY**

Date: January 20, 2004

CONTACT: Tiffany Tubbs-Berry, [tiffany.tubbs@ttu.edu](mailto:tiffany.tubbs@ttu.edu)

### **TEXAS TECH VIETNAM CENTER CELEBRATES VIETNAMESE NEW YEAR**

- WHAT:** The Texas Tech University Vietnam Center will celebrate Tet, the Vietnamese New Year.
- WHEN:** 3 – 5 p.m., Friday, (Jan. 23).
- WHERE:** The Formby Room of the Texas Tech Southwest Collections Building.
- EVENT:** The year 2004 ushers in the “Year of the Monkey”. In Vietnam, each year is “sponsored” by one of the 12 animals of the Vietnamese zodiac. The monkey is considered an erratic genius: clever, cheerful, curious and inventive.

Prior to celebrations, homes are cleaned and painted. Cleaning during Tet is avoided so good luck will not be “swept away.” The yellow blossom of the Cay Mai (Tree of Luck) in the South and Cay Dao (Cherry) in the North decorate the new home. New clothes are purchased and old debts are paid.

Vietnamese cuisine samples will be available and attendees will learn about Vietnam’s culture and customs.

**CONTACT:** James Reckner, Ph.D., director of the Vietnam Center, Texas Tech University, (806) 742-3742.





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## **EVENT ADVISORY**

Date: January 21, 2004

CONTACT: Sally Logue Post, [sally.post@ttu.edu](mailto:sally.post@ttu.edu)

### **TEXAS TECH PRESIDENT TO MAKE MAJOR PROGRAM ANNOUNCEMENT**

WHAT: Town-hall meeting.

WHEN: 12:30 p.m., Thursday, (Jan. 22).

WHERE: Crosslyn Room of the Texas Tech University Library.

EVENT: Announcement of a new Four-Year Graduation Contract with entering freshmen students. The new program will begin with the Fall 2004 semester. Texas Tech is the only university in Texas offering such a contract with its students.

CONTACT: Sally Logue Post, associate director, Office of News and Publications, (806) 742-2136, or via e-mail at [sally.post@ttu.edu](mailto:sally.post@ttu.edu).



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**FOR IMMEDIATE RELEASE**

Date: January 22, 2004

CONTACT: Sally Logue Post, [sally.post@ttu.edu](mailto:sally.post@ttu.edu)

**MARSHA SHARP CENTER FOR STUDENT ATHLETES OPENS**

LUBBOCK – The Marsha Sharp Center for Student Athletes opens today, (Jan. 22), on the Texas Tech campus. The center will recognize the academic achievements of student athletes and provide academic, classroom and computer laboratory space.

The center demonstrates Texas Tech's commitment to academic excellence and honors the long-time coach of the Lady Raider basketball team, said Texas Tech University System Chancellor David R. Smith, M.D.

"Coach Sharp and each of our coaches are committed to making our student athletes successful in their chosen sport and in their lives after they leave Texas Tech. This new building is an academic statement and will help us reach that goal," said Smith.

Sharp, who was instrumental in the establishing the facility, said Texas Tech sets high standards for student athletes. "We always stress the importance of academics for our athletes. We believe that if we are going to have excellent athletic facilities, then we need to have excellent academic facilities as well."

Texas Tech President Jon Whitmore, Ph.D., is pleased the facility also will honor Coach Sharp. "The Lady Raiders and Marsha Sharp have long been outstanding ambassadors for Texas Tech. This center not only demonstrates our dedication to academics, but also allows us to show our appreciation to Coach Sharp for her more than two decades of service to the university. We want everyone to know that we want the standards of excellence she sets for her teams to be the standards set for all Red Raiders."

Fund raising for the \$2.6 million center began in 1998 with a \$100,000 gift from Coach Sharp. "I wanted get involved with this project because it benefits all of our student-athletes," she said. "We want all of our students to do well at Texas Tech and after they graduate. For most of these students, athletics is a means to a degree that will serve them in life."

The 15,500-square foot building includes two classrooms, two computer labs, 26 tutoring rooms, a career planning and placement office, a study lounge and administrative offices. The Wick and Janna Alexander Academic Hall of Honor will recognize student athletes who excel in the classroom. A grove of trees on the east side of the building will honor Texas Tech student athletes who have passed away.

-30-

**SOURCE:** Judi Henry, Ed.D., senior associate athletic director, (806) 742-3355.



**FOR IMMEDIATE RELEASE**

Date: January 22, 2004

CONTACT: Sally Logue Post, [sally.post@ttu.edu](mailto:sally.post@ttu.edu)

**TEXAS TECH ANNOUNCES NEW FOUR-YEAR GRADUATION CONTRACT**

LUBBOCK -- Texas Tech University President Jon Whitmore, Ph.D., today, (Jan. 22), announced that planning is underway for a four-year graduation contract with incoming freshman students, beginning with the Fall 2004 semester.

Texas Tech will be the first university in Texas to guarantee that if both the student and the university fulfill the terms of the contract, the student is guaranteed to pay for no more than four years of college tuition.

"Right now, the average Texas Tech student takes 5.5 years to graduate," said Whitmore. "In a time when the cost of attending the university is going up, it makes sense for students to get out of school as soon as possible and into the job market. Texas Tech will have the final details of the plan worked out by the end of February and in place for incoming freshmen this fall."

More than 40 percent of Texas Tech students take only 12 credit hours or fewer per semester, the minimum needed to be considered a full-time student. The minimum number of hours required for a degree is 120. If a student averages 15 hours per semester, that student should graduate in four years. Some degree programs require more hours, which means that students may have to take some summer classes or more hours during the long semesters.

The average cost of attending Texas Tech, including tuition, fees, room and board, transportation and living expenses is about \$8,000 per semester. Only 24 percent of Texas Tech students graduate in four years. "Many of the students who are taking five or more years to graduate are working at minimum wage jobs. If you consider what a student in his or her fifth year or beyond loses by not being in the workforce, you can add an average of \$20,000 per semester," said Whitmore. "With the availability of low interest federal student loans, it makes sense that a student who borrows more and works less to graduate in four years is making a sound economic decision."

"This is a unique opportunity for Texas Tech students. I hope incoming freshmen will seriously consider signing a contract," said Jeremy Brown, Student Government Association president.

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Students in programs, such as engineering and architecture, which require five years to graduate, will have the opportunity to sign a five-year graduation contract.

When a student signs the Four-Year Graduation Contract, he or she commits to graduate in four years. The contract is voluntary and optional. If a student fails to meet the terms of the contract, there is no penalty. By the end of the freshman year, the student must select a major and take one-fourth of the required hours each year. The student will meet regularly with an adviser and notify the adviser in writing if the student finds that a required course is not offered.

The university's part of the contract promises that an appropriate number of required courses will be offered in either the fall, spring or summer semesters. Texas Tech will begin offering a full semester in the summer in addition to the current two short semesters. If the university learns that a required course is not offered, the student can request to substitute an appropriate course or the university would have the option to eliminate the requirement. If the student does all that he or she is required to do and still cannot graduate in four years, Texas Tech would allow that student to complete the degree tuition-free for the remaining semesters until graduation.

Whitmore acknowledges that finding required courses in the sequences needed has been a problem for some students. "I've talked to a lot of students and I understand that they believe they cannot graduate in four years because we don't offer required courses often enough or in enough sections. The Four-Year Graduation Contract is meant to change that perception and make it possible to get out of school in four years."

Whitmore says the contract is meant to underscore Texas Tech's commitment to put its students first. State funding is decreasing, and enrollment is increasing at Texas Tech, said Whitmore. "In order to hire 100 more faculty to teach our increasing student population, to keep class size at acceptable levels and to provide more dollars for scholarships, Texas Tech has had to raise tuition and likely will do so again," said Whitmore. "We do not take tuition hikes lightly, but these increases are necessary to maintain the quality and value of earning a degree from Texas Tech."

The Four-Year Graduation Contract is designed to either reduce the overall cost of higher education or keep the rising tuition costs more affordable by having students spend less time at the university, said Whitmore.



**FOR IMMEDIATE RELEASE**

Date: January 23, 2004

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**TEXAS TECH UNIVERSITY NEWS AND EVENTS**

**SOCIETY OF HISPANIC PROFESSIONAL ENGINEERS  
WINS AWARD AT NATIONAL CONFERENCE**

The Texas Tech University Chapter of the Society of Hispanic Professional Engineers (SHPE) has received the Most Improved Chapter of the Year Award at the 30th Annual National Technical & Career Conference.

The award is based upon end of year reports, which are submitted at the end of each academic school year. Under the leadership of the past president, Jessica Rendon, the chapter was recognized, among all chapters, for its achievements and successes.

Judging criteria included activities involving professional development, leadership development, scholastic development, outreach/community service and chapter development.

**COLLEGE OF AG HOSTS CAREER EXPO**

The Texas Tech University College of Agricultural Sciences and Natural Resources (CASNR) and the Career Center will host the 2004 CASNR Career Expo. The expo is scheduled from 10 a.m. - 2 p.m., Thursday (Jan. 29), in the City Bank Rooms of the United Spirit Arena.

All students on campus are invited to attend this event and meet with prospective employers. For a list of companies attending the event, please visit [www.casnr.ttu.edu](http://www.casnr.ttu.edu) or [www.careercenter.ttu.edu](http://www.careercenter.ttu.edu).

For questions, please call Jon Mark Bernal, assistant director of the Texas Tech Career Center, at (806) 742-2808 or [jm.bernal@ttu.edu](mailto:jm.bernal@ttu.edu).

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## **CEO TO VISIT TEXAS TECH AND SPEAK TO STUDENTS**

Herb Vest, founder and former chief executive officer of H.D. Vest, will speak to students about entrepreneurs in today's society at 9:30 a.m., Tuesday (Jan. 27), in the Business Administration Building Room 202.

In 1983, Vest started a company offering financial services and products through a national network of approximately 6,000 tax and financial professionals. The professionals advise an estimated two million individuals and small business clients.

During his 18-year tenure as CEO, the company grew to nearly \$200 million in revenue. He is currently CEO of truebeginnings.com, an internet company dedicated to developing and improving human relationships.





**FOR IMMEDIATE RELEASE**

Date: January 26, 2004

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**PAMELA EIBECK NAMED NEW DEAN OF ENGINEERING AT TEXAS TECH**

Texas Tech University announced today (Jan. 26) that Pamela Ann Eibeck, Ph.D., will be the new dean of the College of Engineering.

Eibeck comes to Texas Tech from Northern Arizona University in Flagstaff, where she served as the vice provost for undergraduate studies. She previously served as the director of NAU's honors program and the interim dean of NAU's College of Engineering and Technology.

Texas Tech Provost William M. Marcy, Ph.D., said he expects Eibeck's tenure as dean to lead to growth in the College of Engineering.

"Dr. Eibeck comes to Texas Tech with high recommendations and a history of outstanding service and accomplishments," said Marcy. "We expect that her influence and guidance will help the College of Engineering continue to grow."

Texas Tech President Jon Whitmore, Ph.D., agreed that Eibeck will help lead the college forward.

"Dr. Eibeck brings to Texas Tech a vision for the growth of the College of Engineering in numbers, prestige and academic excellence," said Whitmore. "She is energetic and enthusiastic about working with our faculty to help the college move forward."

Eibeck, who begins her new position before the end of May, said she is looking forward to getting to work at Texas Tech.

"I'm delighted to be joining Texas Tech University," said Eibeck. "It's an excellent institution with strong research and academic programs. I've been impressed with the leadership team of the president and the provost and with their emphasis on academic excellence. I'm also very happy with the commitment of Texas Tech's faculty and staff and the enthusiasm of the alumni."

Eibeck also said she wants to help Texas Tech's College of Engineering become better known as a national research institution.

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"I'd like to see the College of Engineering be a leader in research," Eibeck said. "There are huge opportunities for expanding research programs in engineering, as well as interdisciplinary research opportunities with other colleges."

Eibeck earned her doctorate in mechanical engineering, with a minor in electrical engineering, from Stanford University in 1986. She also earned a master of science degree in 1982 and a bachelor of science degree in 1979 from Stanford.

Eibeck also served as an associate professor, with tenure, in the Department of Mechanical Engineering at the University of California at Berkeley and worked at Sandia National Laboratories' Combustion Research Facility in Livermore, Calif.

She received the Boeing Outstanding Educator Award in 1999 and the Society of Women Engineers' Distinguished Engineering Educator Award in 1996. She is a member of the American Society of Mechanical Engineers, the Society of Automotive Engineers, the American Society for Engineering Education and the Society of Women Engineers.

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**SOURCE:** William M. Marcy, Ph.D., provost, Texas Tech University, (806) 742-2184, [william.marcy@ttu.edu](mailto:william.marcy@ttu.edu).



**FOR IMMEDIATE RELEASE**

January 26, 2004

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**NURSING STUDENTS AWARDED SCHOLARSHIPS**

LUBBOCK – The Texas Tech Health Sciences Center School of Nursing students have the chance to walk away with scholarships at the annual Scholarship Stampede. The event will begin at 4:30 p.m., on Wednesday Jan.28, at the McIntruff Center. Approximately \$10,000 in scholarship money will be awarded to nursing students.

M. Roy Wilson, M.D., president of the Texas Tech University Health Sciences Center and David R. Smith, M.D., chancellor of the Texas Tech University System will be on hand for the event. The scholarship donors will also be present to meet and visit with students and faculty.

“The purpose of the event is to recognize the generosity of donors, and allow donors and students to get to know each other,” said Alexia Green, R.N., Ph.D., dean of the School of Nursing. “It is a fun time for each to put a face to a name.”

Amy Haines, a senior nursing student said, “It’s nice to see who gave you the money and they get a chance to tell you why they donated the money and what they would like to see you do with it.”

The stampede will give out 20 scholarships of \$500 to students. Ten will be drawn randomly and 10 will go to students nominated by faculty. Students may also walk away with textbooks donated by faculty.

Those receiving the Kids Care grant will also be recognized. The \$15,000 grant was awarded to the School of Nursing by the Texas Higher Education Coordinating Board to assist students who have children. Next to tuition and fees, child care is the most expensive part of education Green said.

In 2003, more than \$800,000 in scholarships was awarded throughout the School of Nursing compared to just \$30,800 in 2000. The shortage of nurses is a crucial problem and the donors recognize the need for assistance, Green said.



**FOR IMMEDIATE RELEASE**

January 26, 2004

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Rachel Cole, [rachel.m.cole@ttu.edu](mailto:rachel.m.cole@ttu.edu)

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**A GIFT THAT KEEPS ON GIVING**

LUBBOCK - The Red Raider Readers early pediatric literacy program is offering the opportunity to give the gift of knowledge this Valentine's Day. The Texas Tech University Health Sciences Center program is asking for donations to buy books for West Texas children. For each \$25 donation, a card will be mailed before Valentine's Day, informing a person that a donation was made in their name.

Red Raider Readers is a program for children between the ages of 6 months and 6 years that visit the health sciences center regularly for a well-child exam. "The children are given a new book that is age and culturally appropriate and their pediatrician provides parents information on what they can do to help their child with their reading skills," said Donna Bacchi, M.D. M.P.H., pediatrician at the health sciences center. Volunteers also read to children while they wait and instruct the parents on how to read with a child.

Bacchi said reading is one of the most important things you can do for your child. "We now know that the critical time of brain development is the first three years of life. Children who are read to early often develop language and writing skills at a faster pace than those who don't," said Bacchi.

Donation cards will be mailed beginning Jan. 28, and the deadline for donations is Feb. 10.

For more information or to purchase cards, contact Wanda Rodriguez, Red Raider Reader Coordinator, at (806) 743-4481.



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**FOR IMMEDIATE RELEASE**

Date: January 26, 2004

CONTACT: Sally Logue Post, [sally.post@ttu.edu](mailto:sally.post@ttu.edu)

**TEXAS TECH INITIATES NEW ORGANIZATIONAL EFFICIENCY EFFORTS**

LUBBOCK – The Texas Tech University System has begun work on a new initiative to identify cost savings and revenue enhancements. The effort is a continuation of an efficiency move that began two and a half years ago.

“Gov. Rick Perry’s call for the establishment of accountability measures in higher education is welcome at Texas Tech,” said David R. Smith, M.D., chancellor of the Texas Tech University System. “We’ve been working on just that for about two and a half years and last October we put the wheels in motion to find ways to make ourselves more efficient as an educational institution and as a business.”

Smith points out that the Texas Tech University System is a very big business, the 180<sup>th</sup> largest business in the State of Texas with almost a \$1 billion budget. “The system administration, the university and the health sciences center are all aware of the need for accountability and while we have already begun the process, we also know there is much room for more improvement,” said Smith.

“We must keep in mind our responsibility to students and patients. The health sciences center and the university have more than 7,100 faculty and staff, more than 30,000 students, a residence hall system with supporting food service and the real service responsibility for those whom we serve. The expectations in 2004 are different than they were in 1990 and to be administratively responsible is not inexpensive,” said Smith.

To help the system be as efficient as possible, the board of regents last fall approved an administration plan to continue its accountability efforts by initiating an external review. A system-wide committee is beginning work with the Accenture company to identify innovative opportunities to reduce costs and increase revenues.

“We are asking Accenture and our committee to improve on what we have already done. In 2002, we cut \$2 million or about 20 percent of the system administrative budget. The university cut three vice president positions in 2003. All three entities are aware there is room for improvement,” said Jim Brunjes, chief financial officer of the Texas Tech University System.

Accenture is a global management consulting, technology services and outsourcing company committed to helping its clients become high-performance businesses. The Organization Efficiencies Committee is made up of financial experts and

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top administrators from the university the health sciences center and the system. The group, in conjunction with Accenture, will review and evaluate current system administration cost saving efforts and will identify and make recommendations on how to achieve additional cost savings and revenue enhancements.

The committee will review current business operations, including finance and accounting operations, human resources and payroll, information technology, procurement, student services, research management, campus operations and utilities, facilities utilization and maintenance operations.

The efficiency effort is a continuation of an accountability plan started by the system about three years ago. The TechStar program was established by the Texas Tech University Board of Regents to provide a means for the citizens of Texas to see how the system's institutions are doing business.

"TechStar is a strategic process our Board of Regents and our administration worked out so that we could show our constituents how the university and the health sciences center are performing," said Smith. "The plan is based on the five points of the Texas star and represents the areas of growth, diversity, people, partnerships and recognition. You can see our progress; the plan is on the World Wide Web."

Smith said that in light of tuition deregulation, it is more important than ever before to ensure that the business of education is being done right and efficiently. "We want to make sure the Legislature remains a partner in higher education. We cannot shift the burden entirely to our families, and we have to recognize we cannot go to that well forever if we are going to continue to grow as a university," said Smith.

Brunjes calls TechStar a strategic plan to look at what's important to Texas Tech, and the new organizational efficiencies effort a tactical approach to today's business issues. "We are fine-tuning what we are doing already. Accenture has experience both in private sector business and in higher education. They will be using a nationwide business model to help us become more efficient. They will use not just a best practice of universities, but the best practices in business," said Brunjes.

But the new effort is not just about business, it is also about academics. Smith said the system will look at the academic side to see if the university and the health sciences center can find ways to better serve students and their parents. "We will look at graduation rates, student retention, research dollars produced, how much indigent care we deliver at the health sciences center, all the things that are crucial to our core mission which is educating students to be successful in business and the professions," said Smith.





**EVENT ADVISORY**  
January 26, 2004

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**ADDED SWEETENERS IN THE AMERICAN DIET**

**WHAT:** "How Sweet It Is: The Story of Added Sweeteners in the American Diet"

**WHEN:** Noon, Jan. 27 (Tuesday)  
The media is welcome to attend this event. It is not open to the public.

**WHERE:** Room 5B148A, Texas Tech University Health Sciences Center

**EVENT:** Katherine Chauncey, R.D., Ph.D., an associate professor and nutritionist in the health sciences center's Department of Family and Community Medicine will discuss how added sweeteners are impacting diets. The event is being hosted by the Lubbock Dietetic Association for the faculty, residents, students, nurses and staff of the Department of Family and Community Medicine.

Chauncey is the author of "Low Carb Dieting for Dummies." She will be signing copies of her book beginning at 12:45 p.m.

**CONTACT:** Melody Ragland, Office of News and Publications, (806) 743-2143



**EVENT ADVISORY**

January 28, 2004

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**TEXAS TECH UNIVERSITY TO CELEBRATE  
AFRICAN AMERICAN HISTORY MONTH**

**WHAT:** Texas Tech University is hosting its Third Annual African American History Month Program with a series of events scheduled throughout February. This week officially initiates the cultural celebration.

**EVENTS:** At 7 p.m., Friday (Jan. 30), in the City Bank Room at United Spirit Arena, the African American Chamber of Commerce Lubbock will acknowledge education professionals for their accomplishments and contributions. Five individuals—Charles Henry, Bobbie Patterson, Dorothy Phea-Norville, Virgil Johnson, Lewis “Coach” Kelly and George Scott—will be inducted into an educator’s hall of fame.

At 6:30 p.m., Friday (Feb. 6), at Texas Tech’s International Cultural Center at 601 Indiana Avenue, Tibor Nagy, Ph.D., executive director of International Affairs and Kwame Alford, Ph.D., assistant professor of history, will present the opening reception for African American History Month, in conjunction with an exhibit of photographs of the African Diaspora by Tony Gleaton, Ph.D., visiting professor of mass communications, entitled “Africa’s Legacy in Mexico, Central and South America.”

Additionally, an ongoing exhibit of artwork is on display at the Texas Tech Museum at 3301 Fourth Street. The exhibition, “Jacob Lawrence: Three Series of Prints – Genesis, Hiroshima and Toussaint L’Ouverture,” is curated by Peter Nesbett, who contributes an essay about Lawrence and the introductions to the three series. The works come from the collection of Alitash Kebede.

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**SOURCE:** Michael Gunn, assistant director of the Center for Campus Life, Texas Tech University, (806) 742-5433, or [michael.gunn@ttu.edu](mailto:michael.gunn@ttu.edu).



Texas Tech University Health Sciences Center

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**FOR IMMEDIATE RELEASE**

January 29, 2004

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<http://www.ttuhsc.edu/home/newspubindex.htm>

**LEARN TO BE A CERTIFIED DIABETES EDUCATOR**

LUBBOCK – Texas Tech University Health Sciences Center will offer a program called “Diabetes Education for Health Care Professionals” to facilitate becoming a certified diabetes educator. Program sessions will be Feb. 20-21, 27-28; April 23-24, April 30 and May 1; June 18-19, 25-26 or Aug. 13-14, 20-21. Each four-day series will meet from 5 p.m. to 9 p.m. Friday and 8 a.m. to 5 p.m. Saturday.

All nurses, pharmacists, dietitians, physician assistants, social workers and interested others are invited to attend. Cost for the program is \$350 and limited scholarships are available for the first session for those who apply before Feb. 2. Scholarships will be available before each session.

Program attendees will learn the latest information in diabetes, become familiar with CLAS standards and health literacy and develop a business plan to establish a diabetes program. The program will also be available through distance learning delivered by Web-enhanced methodology.

For more information or to register, contact Marilyn Hickam in the School of Nursing at the health sciences center, at (806) 743-2736. Scholarship applications are available at [www.nursing.ttuhsc.edu/dehp](http://www.nursing.ttuhsc.edu/dehp).



**FOR IMMEDIATE RELEASE**

Date: January 29, 2004

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**TEXAS TECH RECEIVES \$10.5 MILLION  
IN 2004 FEDERAL APPROPRIATIONS**

LUBBOCK -- Texas Tech University Health Sciences Center and Texas Tech University secured \$10,589,471 in 2004 federal appropriations, David R. Smith, M.D., chancellor of the Texas Tech University System announced today (Jan. 29).

"This represents an enormous investment in Texas Tech -- our students, researchers, faculty and the people we serve," Smith said. "It also recognizes the force of our congressional delegation, led by Sen. Kay Bailey Hutchison and Rep. Henry Bonilla who serve on the appropriation committees for their respective chambers."

Senators Hutchison and John Cornyn, former U.S. Rep. Larry Combest, U.S. Rep. Randy Neugebauer and Rep. Bonilla of San Antonio spearheaded Texas Tech's federal legislative agenda, Smith said. "These leaders worked with the entire Texas delegation on our agenda. They were determined in communicating the national and international significance of these projects to others in Washington," Smith said.

Texas Tech University Health Sciences Center received \$1,192,920 for continuing projects and \$372,787 in appropriations for new projects. Texas Tech University received \$8,775,239 in appropriations for continuing projects and \$248,525 in federal appropriations for new projects. Many of these projects on each campus involve collaborations between Texas Tech University and Texas Tech University Health Sciences Center researchers.

"Texas Tech is unique -- our universities and campuses allow our academics to operate within an expansive scope of disciplined research. In this instance, researchers at the academic campus, the law school and the health sciences center have combined their respective talents to scrutinize concerns of state and national importance," Smith said.

M. Roy Wilson, M.D., president of Texas Tech University Health Sciences Center, said the federal appropriations will make it possible for Texas Tech researchers to continue their outreach and service in many important areas.

"We are proud that our congressional delegation has recognized us as a center for education, research excellence, and real world health care in the state of Texas, particularly West Texas. The delegation is to be commended for recognizing our West Texas strengths in forensics, aging, and cardiovascular disease and stroke," Wilson said.

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## **TEXAS TECH APPROPRIATIONS/PAGE 2**

"Our goal is to fulfill our service mission, to care for West Texas, and to enhance research that is important to our nation as a whole," Wilson said.

Jon Whitmore, Ph.D., president of Texas Tech University, also commended the Texas delegation for its work on behalf of Texas Tech. "We are lucky to have our leaders in Washington looking out for the interests of our state as a whole, working vigorously for the benefit of all Texans. Our research initiatives have national significance, contribute to the well-being of our society, and are helping sustain the next generation of scholars," Whitmore said.

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**SOURCE:** Alberto P. Cardenas Jr., special assistant to the chancellor and director of federal relations at the Texas Tech University System, at (202) 546-5410.

### **Programs receiving funding:**

- \* Institute for Healthy Aging – Geriatric Education and Training Academy (TTUHSC) -- \$198,820
- \* Forensic Sciences Institute (TTUHSC, TTU, TTU School of Law) -- \$994,100
- \* Zumwalt - Biological and Chemical Threats (TIEHH, TTU and TTUHSC) -- \$1,750,000
- \* Toxic Chemical Management (TIEHH, TTU and TTUHSC) -- \$1,000,000
- \* Wind Science Engineering Research Center (TTU) -- \$1,888,790
- \* Cotton Research Center (TTU, A&M, USDA-ARS) -- \$1,006,526 [TTU Share is 45% of \$2,236,725]
- \* Center for Food Industry Excellence (TTU and TTUHSC) -- \$221,684
- \* Center for North American Studies (TTU, A&M, LSU, NMSU) -- \$89,469 [TTU Share is 10% of \$894,690]
- \* Ogallala Aquifer Research Project (TTU, A&M, West Texas A&M, USDA-ARS) -- \$84,995 [TTU Share is 10% of \$849,955]
- \* Virtual Vietnam Archive (TTU) -- \$497,050
- \* Math and Science Education in Rural Areas (TTU System) -- \$248,525
- \* Experimental Sciences Building – Equipment (TTU) -- \$1,988,200
- \* Center for Cardiovascular Disease and Stroke (TTUHSC) -- \$372,787
- \* Center for the Study of Addiction (TTU) -- \$248,525

**GRAND TOTAL -- \$10,589,471**