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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: March 2, 2015

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

Exonerated Death Row Inmate Highlights School of Law's Diversity Week Anthony Graves spent 18 years on death row before being exonerated in 2010.

WHAT: The Diversity Week Series at Texas Tech University School of Law will feature a panel of leading female attorneys from the West Texas region, a panel of three prominent gay lawyers from the Dallas/Fort Worth area and keynote speaker Anthony Graves, who spent 18 years on death row before being released in 2010.

WHEN: Noon-1 p.m. Tuesday through Thursday (March 3-5)

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

EVENT: Tuesday (March 3): "Law and the Good Ol' Boys: Women Lawyers in West Texas" panel discussion.

Wednesday (March 4): "Out in Texas: Practicing as a Gay Attorney In Texas" panel discussion featuring Jerry Beard, assistant federal defender for the northern district of Texas; Molly Whitman of Akin Gump Strauss Hauer & Feld's Dallas office, and Clinton Quisenberry of Cantey Hangar LLP's Fort Worth office.

Thursday (March 5): Keynote speaker Anthony Graves, who was wrongfully convicted of murder in 1992 and spent 18 years on death row, will share his powerful story.

All three events are open to the public.

Find Texas Tech news, experts and story ideas at Texas Tech Today Media Resources or follow us on [Twitter](https://twitter.com/ttu).

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



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: March 2, 2015

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

Nelson to Speak at Texas Tech Lecture Series

The head of the Public Utility Commission of Texas will give an address at the School of Law's Energy Law Lecture Series.

- WHAT: The [Texas Tech University School of Law](#) will host Donna Nelson, chairwoman of the Public Utility Commission of Texas, as part of its Energy Law Lecture Series.
- WHEN: Noon–1 p.m. Monday (March 2)
- WHERE: Texas Tech University School of Law's Lanier Auditorium, 1802 Hartford Ave., Lubbock
- EVENT: Donna Nelson, a 1986 graduate of the Texas Tech School of Law, will present "Power, the EPA and Texas."

Nelson was appointed to the Public Utility Commission in 2008 by then-Gov. Rick Perry and was named chairwoman in 2011. Prior to her appointment, Nelson served as special assistant and adviser to Perry on energy and telecommunication issues as director of the Public Utility Commission's telecommunications section and as a legal adviser to the Public Utility Commission chairman.

Her lecture is open to the public. View live webcast [here](#) and contact corey.clem@ttu.edu for a one-hour Texas CLE credit.

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

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 3, 2015

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

Texas Tech Professor Named to YWCA Women of Excellence in Science

Michelle Pantoya has authored four children's books on engineering in the hope of drawing more students into the profession.

The YWCA of Lubbock has named Texas Tech University professor Michelle Pantoya to its Women of Excellence program for 2015.

Pantoya, the J.W. Wright Regents Endowed Chair and Professor in [Mechanical Engineering](#), will be presented the Women of Excellence in Science at a banquet on March 12 at the Lubbock Memorial Civic Center. She was nominated for the award by Al Sacco, Jr., the dean of the [Whitacre College of Engineering](#).

The award is presented each year to honor women in the community who excel in their careers and inspire others through their achievements and work within the community.

Pantoya called it an opportunity to highlight the YWCA and its meaningful contributions within the community.

"What I want the community to walk away with is inspiration and empowerment," Pantoya said. "There are people who serve the community on many different levels, and that is an important part of our lives. I'm honored to be a part of that."

"I want them to walk away feeling like this is a good thing. Guests will hear stories of inspiration and the difference people are making in the lives of others. There are positive things and positive people affecting the community in a positive way, which is inspiring."

Pantoya has been at Texas Tech since 2000 after earning her bachelor's, master's and doctorate degrees at the University of California-Davis.

Her research interests include energetic materials, combustion and experimental heat transfer. Her desire to serve in the community arose from her children and her joy for her profession.

But she noticed students would often declare engineering as a major, but without a clear path. She felt the need to help students before they reached college.

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“When I first started my job it was about establishing research to get students to do something so they would learn how to research and go into society well-prepared for their profession,” Pantoya said. “Once you get all this momentum, there are other ways to make an impact.

“So I started to see this greater need to touch the lives of children so they can start thinking about their options, where engineering was never one of them.”

Her hope in mentoring children is to give them a better understanding of what engineering is and how it benefits society.

“If we can clear up these misconceptions at young ages in the hope that young kids become inspired by the meaningfulness of engineering and choose to study that as a discipline and change our world, to me, that is more gripping,” Pantoya said.

One of the ways she attempts to reach kids is through books. She has authored children’s books, including “Engineering Elephants” and “Designing Dandelions” in hopes of teaching kids what engineers do, generating more interest in the profession.

Pantoya said the books have gone around the world.

“Who knows who might see the book, read it, become inspired and go on to change the world?” Pantoya said. “We need to let children know there are people who design our future and they could be a part of that, regardless of their gender or race. They can do anything they put their mind to.”

Seats for the banquet are \$75 and tickets can be purchased through the [YWCA of Lubbock](#).

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

CONTACT: Michelle Pantoya, J.W. Wright Regents Chair in Mechanical Engineering and Professor, Department of Mechanical Engineering, Whitacre College of Engineering, Texas Tech University, (806) 834-3733 or michelle.pantoya@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 3, 2015

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

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Texas Tech to Host Inaugural Lubbock Lights

Honorees consist of Wade Bowen, Butch Hancock, Terri Hendrix and Lloyd Maines.

“Lubbock Lights: Celebrating the Musical Heritage of the South Plains” will take place from 7-8:30 p.m. Thursday (April 9) in the Allen Theatre in the Student Union Building on Texas Tech University’s campus. This event will honor the wide musical heritage and creative legacy of the South Plains.

Honorees for this event are musicians Wade Bowen, Butch Hancock, Terri Hendrix and Lloyd Maines. Two are Texas Tech alumni, three are from Lubbock and all have international followings.

The program will be a moderated group discussion of their creative process, punctuated with performances of their original music.

Bowen, a graduate of Texas Tech, has had two of his albums rise to the Top Ten among country records. Hancock is a Lubbock native and alumnus of Texas Tech who co-founded the band The Flatlanders and is widely considered to be one of the nation’s most prolific songwriters. Hendrix is a multi-instrumental singer-songwriter with classical music training. Maines grew up just outside of Lubbock. Son of one of the original Maines Brothers Band, Lloyd and his brothers later formed the widely-acclaimed second version of the Maines Brothers Band. Before he became one of the nation’s most respected producers, his legendary skills at the steel guitar helped power the first Joe Ely Band. He earned a Grammy for producing “Home,” the 2003 album by The Dixie Chicks.

Prior to the event honorees will be on campus meeting with professors, researchers and students and exchanging ideas about the creative process. Between 10:30 a.m. and noon on Wednesday (April 8), they will make presentations in individual Texas Tech classes. In addition to talking about their work, they will offer their insights into building successful careers in the arts despite coming from small-city backgrounds.

Tickets for this event are \$18 and available through Select-A-Seat. Doors open at 6:30 p.m. and a CD signing will follow the event. For more information, contact [Suzanne Taylor](mailto:SuzanneTaylor) at (806) 742-2121 or [Andy Wilkinson](mailto:AndyWilkinson) at (806) 777-7851.

CONTACT: Suzanne Taylor, director of external relations, Office of the President, Texas Tech University, (806) 742-2121 or suzanne.taylor@ttu.edu.

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News Release

FOR IMMEDIATE RELEASE

DATE: March 4, 2015

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

Classes Canceled Due to Winter Weather March 4

This is an emergency message from Texas Tech University.

Texas Tech will close at 4 p.m. today, March 4, due to winter weather. All classes scheduled to start at or after 4 p.m. are canceled. This includes all TTU and System employees. Conditions will be evaluated overnight, but at this time campus will reopen on a normal schedule tomorrow, March 5.

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 4, 2015

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

Texas Tech Hosts Sustainability Summit for the First Time

The Texas Regional Alliance for Campus Sustainability Summit took place in the Student Union Building.

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

The summit helped create a statewide network among higher education institutions to inspire a collaboration of ideas on how to create a sustainable future committed to environmental preservation, economic development and social equity. This year's TRACS Summit took place in the Student Union Building on Texas Tech's campus.

"The summit was a success by all accounts," said Carey Hewett, director of services and sustainability officer in the Operations Division. "More than 20 institutions of higher education from around the state were represented by 79 participants who enjoyed an agenda full of sustainability programming. This was only the third TRACS summit and the first time Texas Tech has had the opportunity to host the event. Many thanks to our partners on campus that helped to make the event a success, particularly Katherine Hayhoe, our keynote speaker for the event."

Hayhoe is a well-known climatologist who was named by TIME as one [of the world's 100 most influential people in 2014](#).

"Sustainability is such an important concept," Hayhoe said. "At its core, sustainability simply means making sure we will have everything we need in the future. Today, we know we can only ensure our future by being wise stewards of our resources, and our campuses are the perfect place to start."

Hayhoe's research focuses on developing and applying high-resolution climate projections to evaluate the future impacts of climate change on human society and the national environment. She has published more than 70 peer-reviewed publications and served as lead author on key reports for the U.S. Global Change Research Program and the National Academy of Sciences.

Speakers from Texas Tech University, the University of Texas-Austin, Texas A&M University, the University of North Texas and other top universities spoke about sustainability.

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

**CONTACT: Carey Hewett, director of services and sustainability officer,
Operations Division, Texas Tech University, (806) 834-1657 or carey.hewett@ttu.edu.**



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 4, 2015

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

Two Nutritional Sciences Professors Receive Notable Awards

Naima Moustaid-Moussa and Nikhil Dhurandhar research different facets of obesity.

Two professors from Texas Tech University's [Department of Nutritional Sciences](#) received prestigious national awards from the American Society for Nutrition (ASN).

Dr. Nikhil Dhurandhar, the newly hired department chairman and president of [The Obesity Society](#), will accept the 2015 Osborne and Mendel Award, while Naima Moustaid-Moussa, the director of the [Obesity Research Cluster](#), will accept the 2015 Pfizer Consumer Healthcare Nutritional Sciences Award. Both will be honored at ASN's award ceremony March 29 in Boston during the annual Experimental Biology meeting.

"We are extremely proud of Dr. Dhurandhar and Dr. Moustaid-Moussa and their accomplishments," said Linda Hoover, dean of the [College of Human Sciences](#). "Their contributions to the field of nutrition are significant, particularly in the area of obesity research. These awards from the American Society for Nutrition not only highlight the work of these two faculty members but also brings attention to our newly formed Department of Nutritional Sciences. Both Dr. Dhurandhar and Dr. Moustaid-Moussa have been instrumental in the creation of the department and will continue to contribute to its success."

The Osborne and Mendel Award recognizes recent outstanding basic research accomplishments in nutrition. Dhurandhar, who came to Texas Tech in November from The Pennington Biomedical Research Center at Louisiana State University, is researching an obesity-causing virus and the potential both for diabetes treatment and a vaccine for obesity.

"I am honored to receive this important award from the American Society for Nutrition, a highly prominent professional organization," Dhurandhar said. "This recognition of our research is highly encouraging. It is well worth the efforts our team has endured in conducting this pioneering research about the role of certain infections in obesity and diabetes. I hope our research will eventually contribute to alleviating sufferings of people affected with obesity or diabetes."

The Pfizer award recognizes significant investigative contributions to the understanding of human nutrition. Prior to coming to Texas Tech in 2012, Moustaid-Moussa was co-director of the Obesity Research Center at the University of Tennessee. Her [research](#)

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focuses on nutrient-gene interactions in health and disease, with specific emphasis on the role of fat cell inflammation in obesity and associated diseases.

“I am thrilled and honored to be selected for this award by the American Society for Nutrition,” Moustaid-Moussa said. “I do not consider this at all as a personal award. This award would not have been possible without a team effort and hard work and dedication of my lab students, postdocs and research staff.”

Such recognition moves Texas Tech along the path to Tier 1 research status, leaders said.

“Texas Tech is committed to groundbreaking research that improves quality of life for people, and nowhere is that more clear than in the work being done to combat obesity,” Texas Tech President M. Duane Nellis said. “Congratulations to Dr. Dhurandhar and Dr. Moustaid-Moussa for this recognition. These awards demonstrate the strength of the faculty we have in the College of Human Sciences and at Texas Tech.”

CONTACT: Naima Moustaid-Moussa, director, Obesity Research Cluster, College of Human Sciences, Texas Tech University, (806) 834-7946 or naima.moustaid-moussa@ttu.edu or Dr. Nikhil Dhurandhar, chairman, Department of Nutritional Sciences, College of Human Sciences, Texas Tech University, (806) 834-6446 or nikhil.dhurandhar@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: March 4, 2015

CONTACT: George Watson, george.watson@ttu.edu
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Weather Forces Cancellation of Law School's Diversity Week Event

Anthony Graves, the scheduled speaker, will be rescheduled at a later date.

WHAT: Texas Tech University's School of Law Diversity Week keynote speaker event postponed

WHO: Due to winter weather, Anthony Graves' keynote address on Thursday (March 5) as part of the Law School's Diversity Week Series has been postponed.

The law school is working to reschedule his address for a date later this spring.

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

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

News Release

FOR IMMEDIATE RELEASE

DATE: March 4, 2015

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

Winter Weather Delay March 5

This is an emergency message from Texas Tech University.

Texas Tech has delayed the start of classes until 11 a.m. on March 5 due to winter weather. Classes scheduled to start before 11 a.m. are canceled.

TTU and System employees should report at 10:30 a.m. or as directed by their supervisor.

Buses should begin running on a normal schedule at approximately 10 a.m.

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



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Advisory

FOR IMMEDIATE RELEASE

DATE: March 5, 2015

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

Raider Roadshow Coming to Austin

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

WHAT: 2015 Raider Roadshow

WHEN: 1:30 p.m. Sunday (March 8)

WHERE: Hyatt Regency, 208 Barton Springs Road, Austin

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

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

- High school underclassmen exploring their futures.
- High school seniors needing to complete an application.
- Admitted and transfer students who want to attend information sessions.
- Parents seeking information from the university and other parents.

For more information about Raider Roadshow or to RSVP, visit www.gototexastech.com or call (512) 345-4888.

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

CONTACT: Eric Hartsfield, Austin regional manager, Texas Tech University,
(512) 345-4888 or eric.hartsfield@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 5, 2015

CONTACT: Chris Cook, chris.cook@ttu.edu

(806) 742-2136

Texas Tech Regents Approve Increase in Tuition

Additional resources will support instruction, faculty and staff.

The Finance & Administration Committee of the Texas Tech University System Board of Regents today (March 5) approved a 2.18 percent net increase in tuition and fees for the 2015-16 academic year, pending full board approval Friday. The increase reflects an estimated addition of \$104.55 for 15 semester credit hours, or \$209.10 for a 30-hour academic year.

“Providing a high quality education to our students is paramount in our mission as an institution of higher learning,” said [M. Duane Nellis](#), Texas Tech president. “We worked diligently over the last year to enhance our efficiencies in order to keep the increase low, but also allow us the resources to support our infrastructure and maintain that high level of education.”

It is estimated Texas Tech’s overall tuition and fees of \$7,978 for 24-semester credit hours for the 2015-16 academic year will rank third-lowest among nine peer institutions throughout the state, including the University of Texas and Texas A&M University, and third-lowest among Big 12 Conference member institutions.

Consistently ranked among [U.S. News & World Report’s rankings](#) in students graduating with the least debt, Texas Tech also ranks among the top 20 nationally on [Kiplinger’s Personal Finance list](#) of best college values under \$30,000 a year.

“Our faculty and students are the catalysts for our academic reputation nationally, and through their education, scholarship and successes, that reputation is as strong as it’s ever been,” Nellis added. “I am proud of their achievements and representation of Texas Tech University.”

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



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: March 6, 2015

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

Exxon Mobil CEO Rex Tillerson to Appear with Chancellor Emeritus Kent Hance

The two will speak at the Rawls College of Business in a forum open to students.

- WHAT:** Chancellor Emeritus Kent Hance discussion with Exxon Mobil CEO and chairman of the board Rex Tillerson
- WHEN:** 2 p.m. Tuesday (March 10)
- WHERE:** Room 105, Rawls College of Business, 703 Flint Ave., Lubbock
- EVENT:** Chancellor Emeritus Kent Hance will host Exxon Mobil CEO and board chairman Rex Tillerson for a discussion on the executive's rise to the top of one of the largest companies in the world. Tillerson will discuss his rise within the company, starting as a production engineer, and provide valuable advice for students wishing to enter the area of energy commerce.

The event is open to all Texas Tech University students.

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CONTACT: Trevor Bell, content developer and social media manager, Rawls College of Business, Texas Tech University, (806) 834-4651 or trevor.bell@ttu.edu.



Advisory

FOR IMMEDIATE RELEASE

DATE: March 6, 2015

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

Food Historian to Speak on Cooking as Art at Texas Tech

Ken Albala, who has written or edited dozens of books on food, also will do a cooking demonstration for restaurant, hotel and institution management students.

WHAT: Ken Albala, a professor of history and the director of food studies at the University of the Pacific, will lecture on the topic of food as art at Texas Tech University. The [Lambda of Texas chapter of the Phi Beta Kappa National Honor Society](#), the Phi Beta Kappa Alumni Association of West Texas and Eastern New Mexico, the [Department of Restaurant, Hotel and Institutional Management \(RHIM\)](#) and the [Institute for the Study of Western Civilization](#) are sponsoring the lecture.

The public is invited to both the reception and the lecture, which are free.

WHEN: 5 p.m. Monday (March 9): Reception
5:30 p.m.: Lecture, "Is Food Art?"
10-11 a.m.: Cooking demonstration (**not open to public – media only**)

WHERE: International Cultural Center, 601 Indiana Ave.

WHO: Albala has written or edited 23 books on food, including culture and history, and has edited a number of journals looking at the history and context of different food traditions. He also has co-authored two cookbooks, and his most recent project is a three-volume encyclopedia on food issues, which will be published this summer.

Albala will speak on the standing cooking has among the arts and why it continues to be seen as lesser art, even as reality TV shows take Americans into fancy kitchens every day.

From 10-11 a.m. Monday, Albala will do a cooking demonstration for Texas Tech's RHIM students. Media who are interested in attending the demonstration should contact Shane Blum at

shane.blum@ttu.edu. The demonstration will be in the Human Sciences building, Room 605.

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CONTACT: Carl R. Seaquist, associate professor, Department of Mathematics and Statistics, College of Arts and Sciences, Texas Tech University, (806) 834-4177 or carl.seaquist@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: March 6, 2015

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

Spanish Celtic Bagpiper to Perform in Lubbock

Carlos Núñez is an internationally known, Grammy-nominated Galician bagpiper.

WHAT: International music phenomenon Carlos Núñez will be in Lubbock for an evening of traditional Galician Spanish Celtic music, playing the gaïta (Spanish bagpipes) as well as a flute, whistle and recorder. He will be accompanied by musicians on the fiddle, bouzouki and percussion.

The [Vernacular Music Center](#) at Texas Tech University is sponsoring the event, which is free and open to the public.

WHEN: 8 p.m. Tuesday (March 10)

WHERE: The Legacy Event Center, 1500 14th St.

WHO: Núñez is the world's most famous gaïta player. The gaïta hails from Galicia, Spain's northwest region known for its vibrant, unique traditional Celtic music. He has been playing the gaïta since he was 8 years old and learned the recorder at the Royal Conservatory in Madrid. He also plays a number of other instruments, including the Scottish highland pipes and the ocarina.

He has played and recorded with the Chieftains, a traditional Irish band. Núñez has released a number of solo albums as well and has been nominated for a Grammy twice.

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News Release

FOR IMMEDIATE RELEASE

DATE: March 6, 2015

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

Texas Tech Board of Regents Designate Three New Horn Professors

The Horn Professorship is the highest honor the university can bestow upon faculty.

Three Texas Tech professors were designated as Horn Professors by the Texas Tech University System [Board of Regents](#) during its meeting Friday (March 6).

Guigen Li, professor in the [Department of Chemistry and Biochemistry](#); Andreas Neuber, professor in the [Department of Electrical and Computer Engineering](#); and Brian Shannon, professor in the [School of Law](#), received the honor.

“We are excited to bestow the Horn Professorship on these three outstanding members of our faculty,” Texas Tech President M. Duane Nellis said. “They are an example of the outstanding effort and dedication being made by all our faculty members who strive to provide first-class education and research for Texas Tech.”

Established in 1966, the designation is named after Paul Horn, the first president of Texas Tech. The professorship recognizes scholarly achievement and outstanding service to Texas Tech. Of the 86 members recognized as Horn Professors, 32 are still on the faculty.

“This is the highest honor bestowed on our faculty and I am proud of their scholarship, leadership and education of our students,” said Lawrence Schovanec, Texas Tech Provost and Senior Vice President. “It’s a reflection of their national and international reputations as scholars.”

Li joined Texas Tech in 1997. His research areas are organic, medicinal and bio-organic chemistry. He earned his bachelor of science degree from Jiangsu Normal University and his master’s degree from Nankai University, both in China, and his doctorate from the University of Arizona.

Neuber joined Texas Tech in 1996. He is the AT&T Distinguished Professor of Electrical and Computer Engineering and co-director of the Center for Pulsed Power and Power Electronics. He earned his master’s degree in physics and doctorate in engineering from the Technical University of Darmstadt, Germany. His research expertise is pulsed power technology and high power microwaves.

Shannon joined Texas Tech in 1988. He is the Charles “Tex” Thornton Professor of Law and the university’s faculty athletics representative (FAR) to the NCAA and Big 12 Conference as well as the Big 12 representative to the 1A FAR Board of Directors, where he recently was elected to a second term as president. He is an expert in law pertaining to mental health issues. He earned his bachelor’s degree from Angelo State University and his J.D. from the University of Texas School of Law.

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 6, 2015

CONTACT: Kari Abitbol, kari.abitbol@ttu.edu
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Texas Tech Law Professor Named Dean of University of Cincinnati College of Law Jennifer S. Bard will assume her new position in July.

Jennifer S. Bard, the [Texas Tech University School of Law](#) Alvin R. Allison professor of law, was named dean of the University of Cincinnati College of Law on Wednesday (March 4) after an extensive national search.

She also will hold a secondary faculty appointment in the Department of Internal Medicine in the University of Cincinnati's College of Medicine.

Bard, who directs the J.D./M.D. program and the health law concentration program at Texas Tech, also serves as a special assistant to the Texas Tech University System Provost for academic engagement. An expert in public health and bioethics, Bard also is a professor at Texas Tech University Health Sciences Center's [Graduate School of Biomedical Sciences](#) and an adjunct professor in the School of Medicine's [Department of Psychiatry](#).

"Professor Bard has been a tremendous asset to our law school, not only as an outstanding professor but also as director of our Health Law Program and J.D./M.D. dual degree program," said Darby Dickerson, Texas Tech University School of Law dean and W. Frank Newton professor of law. "She has positively impacted the lives and careers of hundreds of our students. She will be missed, but we wish her all the best in her new venture."

Bard, who studied at the University of Oxford and Wellesley College and received her law degree from Yale University, has a master's of public health and a doctorate in higher education.

She has served on the faculty at the University of Houston, the University of Texas School of Medicine, Drake Law School and La Trobe University in Australia, and has clerked for a federal judge, worked as an associate at one of the country's largest law firms and tried cases in the New York Supreme Court.

"It is an honor to be selected as the next dean of the University of Cincinnati College of Law," Bard said. "Cincinnati is a vibrant and exciting city, and its university and law

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school are well known for their history of excellence and innovation. As excited as I am about becoming a Bearcat, I will always be a Red Raider. I am very grateful to the Texas Tech community that welcomed me 12 years ago and has supported me in my personal and professional growth throughout these years. In particular, I am honored to have been part of the legal education of so many wonderful students.”

Read Bard’s full professional bio [here](#).

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

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 6, 2015

CONTACT: George Watson, george.watson@ttu.edu
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Texas Tech School of Law Honored by Texas Indigent Defense Commission

The award is a result of the work done to create the Caprock Regional Public Defender Office along with Dickens County.

The Texas Indigent Defense Commission (TIDC) honored the [Texas Tech University School of Law](#), along with Lubbock and Dickens counties, for their work in improving indigent defense throughout the state.

Specifically, the School of Law and Dickens County were presented the Gideon Award for their work in creating the Caprock Regional Public Defender Office (CRPDO). That office provides indigent defense representation to more than 16 rural counties on the South Plains that is more cost effective for communities that have a lack of access to local attorneys who will accept court appointments.

“I would like to thank Donnie Yandell, our chief public defender, for his tireless efforts protecting the rights of indigent defendants in rural West Texas while educating the next generation of criminal defense lawyers,” said professor Pat Metze, director of the School of Law’s Criminal Clinics. “Through this unique experiential learning environment, our students learn the practice of criminal law. It is because of the foresight and support of the dean and the faculty that we are allowed to do this important work.”

The CRPDO is operated through an agreement between participating counties and Texas Tech. Through the assistance of the School of Law, the program has trained more than 36 law students for representation of indigent defendants.

“We all benefit when we learn to value what our Constitution guarantees to our fellow citizens who find themselves indigent and in trouble with the law,” Metze said. “Our liberty as a people is all that hangs in the balance.”

The [Gideon Recognition Program](#) marked its 50th anniversary in 2013. It is named after the landmark U.S. Supreme Court case *Gideon v. Wainwright*, which affirmed the right to an attorney for poor defendants. The TIDC established the Gideon Recognition Program to honor local governmental commitment to providing indigent defense and high standards of performance.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 9, 2015

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

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Board of Regents Grants Honorary Degree to Timothy Cole Cole, who was wrongly convicted of rape, was pardoned in 2009.

Texas Tech University's Board of Regents voted Friday to award an honorary degree to Timothy Cole,

In 1985 Cole was expelled after another student accused him of rape. He was convicted the next year and died in prison in 1999. Ten years later, DNA evidence showed he was not the rapist, and Gov. Rick Perry posthumously pardoned him in 2010.

To receive an honorary degree, a faculty member must nominate the potential recipient. Honors College associate dean Aliza Wong and Ricky Sherfield, the lead coordinator for the Cross Cultural Academic Advancement Center, nominated Cole at the end of last year. Texas Tech President M. Duane Nellis then made a recommendation to the chancellor, who recommended it to the Board of Regents.

"Through no fault of his own, Timothy Cole did not realize the joyous moment of graduation and experience the rewards of earning a college degree," Texas Tech President M. Duane Nellis said. "In this bittersweet moment, we are proud to posthumously bestow this much deserved honorary law degree on Timothy and hope it lends to the long and difficult healing process the Cole family has endured."

The day was doubly special for Texas Tech University System Chancellor Robert Duncan, who worked with Cole's family as a member of the Texas Senate.

"Timothy Cole's story was the inspiration for the Texas Legislature to make historic progress on compensation for those who had been wrongly convicted in our criminal justice system," Duncan said. "His incredible legacy is something that should never be forgotten."

Cole was exonerated after another man, Jerry Wayne Johnson, confessed to the rape while serving life in prison for another crime. After significant work from the Innocence Project of Texas, DNA testing proved Cole was innocent. In 2009 the Texas Legislature passed the Tim Cole Act, which increased the compensation people who have been wrongly imprisoned can get from the state, actually making Texas the most generous state in the nation. His case has led to numerous other legislative reforms as well and continues to influence legislation today.

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Cory Session, Cole's younger brother and the policy director at the Innocence Project of Texas, which played a significant role in Cole's exoneration and pardon, said he appreciated the gesture from the university.

SESSION QUOTE

Former criminal investigator Fred McKinley, who wrote "A Plea for Justice: The Timothy Cole Story," also requested that the university consider granting Cole a degree. Monday was an emotional day for him.

"At this point it's more about the celebration of Tim Cole's life," McKinley, a retired criminal investigator and author of said. "He wanted to be vindicated, exonerated and pardoned, and of course all those things came to pass.

"But his mother said she wished he'd gotten a degree, and this is a fulfillment of that process."

Cole's degree will be conferred May 15 at a ceremony at the Texas Tech School of Law.

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 9, 2015

CONTACT: George Watson, george.watson@ttu.edu
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Kellison Chosen for Presentation During Amsterdam Denim Days

The project director for the Texas Alliance for Water Conservation based at Texas Tech University will deliver the latest findings in saving water for denim production.

Rick Kellison, the project director for the [Texas Alliance for Water Conservation \(TAWC\)](#) in the Texas Tech University [Department of Plant and Soil Science](#), has been invited to speak at the Kingpins Show as part of the annual Amsterdam Denim Days in the Netherlands.

Kellison will be a part of the Kingpins 2029: The Transformers sourcing show, which represents members of the denim community committed to making the denim industry more environmentally viable, socially responsible and financially sound by 2029 through creating, implementing and sharing ideas and changes.

As project director, Kellison will deliver the advancements made by the TAWC, funded by a grant from the Texas Water Development Board, in the last decade working with precision applied water and utilization of the latest technology in drip irrigation, weather stations, underground moisture sensors and computer applications for smart phones.

“It is a great honor to have been chosen to represent the Texas Alliance for Water Conservation and Texas Tech University during Amsterdam Denim Days’ Kingpins 2029,” Kellison said. “This opportunity will allow me to share recent advancements in production agriculture including precision irrigation applications and the adoption of other new technologies.”

Bayer CropScience, which works closely with Texas Tech on a number of projects, is a major sponsor of the Kingpins Show, as is E3, a company that works to increase water quality and availability through innovative treatment technologies. E3 has worked with Bayer CropScience and Texas Tech in the past.

Kingpins Amsterdam will run April 13-18, with the Transformers event, a two-part panel discussion on water usage in the production of denim, scheduled for April 15-16. Kellison and his fellow Transformers will present their ideas for changes in their specific areas of expertise, and the panel will finish with conclusions and industry suggestions with input from the audience of denim professionals, educators and government officials.

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“Our concept is the jeans industry must undergo a sea of change if we want to be around in 2029,” said Kingpins founder Andrew Olah. “The Transformers are those along the supply chain who recognize we must evolve and invent new and better ways to do everything, from making dye stuffs to making fibers, weaving fabrics, laundering and finishing and everything in between.”

Amsterdam Denim Days is an annual event for denim brands, producers, consumers, press and designers. It is presented by the House of Denim in cooperation with Kingpins Show, Modefabriek, HTNK Fashion recruitment and consultancy and the City of Amsterdam.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: March 9, 2015

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School of Music Presents 19th-Century Comic Opera Opera Theatre will perform “Don Pasquale” March 27-28.

WHAT: The Texas Tech [School of Music](#) will perform “Don Pasquale,” an opera buffa, or comic opera, in three acts by Gaetano Donizetti.

WHEN: 7 p.m. March 27-28

WHERE: Allen Theatre in the Texas Tech Student Union Building, 15th Street and Akron Avenue

EVENT: The opera was first performed in 1843 in Paris with great success. It is generally regarded as being the high point of the 19th century opera buffa tradition.

Tickets are \$15 for general admission, \$13 for senior citizens and \$10 for non-Texas Tech students. Texas Tech students get one free ticket at the door with a student ID. Tickets are available in advance at music.ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 11, 2015

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

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Magazine Ranks Online Graduate Engineering Programs in Top 25

Texas Tech's Whitacre College of Engineering, Rawls College of Business are also in U.S. News & World Report's top 100 graduate programs.

Two online engineering programs at Texas Tech University ranked in the top 25 graduate programs in the United States.

U.S. News and World Report released its annual graduate school rankings Tuesday (March 11), putting the [Whitacre College of Engineering](#) and [the Rawls College of Business](#) in the top 100.

"This national recognition shows Texas Tech's programs continue to provide a high-quality education to students while also attracting top researchers to the university," Texas Tech President M. Duane Nellis said. "I am proud of the tradition of excellence in education, diversity and student life that is continually recognized by experts and other educators."

The Whitacre College ranked 94th among engineering colleges nationwide, the same ranking it enjoyed in 2014.

Individual engineering programs ranked in the top 100 as well:

- Chemical Engineering: No. 72
- Civil Engineering: No. 91
- Electrical Engineering: No. 83
- Environmental Engineering: No. 70
- Industrial Engineering: No. 45
- Mechanical Engineering: No. 100

"I am pleased with our general graduate ranking among the top 100 programs in the country," Al Sacco Jr., dean of the Whitacre College of Engineering, said. "I am particularly excited that our online programs are within the top 20 in the country. These rankings are a recognition of the quality of our outstanding faculty and students and speak to the high esteem in which our graduate programs are held."

The Rawls College of Business ranked 91st for its graduate program.

"We are proud to be ranked in the Top 100 MBA programs by U.S. News and World Report for a second year in a row," said Lance Nail, dean of the Rawls College of Office of Communications and Marketing

Business. “Our college has made dramatic changes to our MBA program, and it is rewarding to see our faculty and staff recognized for all of their hard work and effort and for our students to have a source of pride in participating in a ranked MBA program.”

The rankings, which come out annually, take into account expert opinions about a program’s value and statistics that measure the quality of a school’s faculty, according to the magazine.

“Although the U.S. News survey considered only a small number of disciplines, the rankings are recognition of some of the many excellent graduate programs we have at Texas Tech University,” said Mark Sheridan, vice provost for graduate and postdoctoral affairs and dean of the Graduate School. “Students enrolled in these programs work with world-class faculty and receive a top-notch education, and as a result they are better prepared to enter the job market and make important and lasting contributions to society.”

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 11, 2015

CONTACT: George Watson, george.watson@ttu.edu
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Texas Tech Business College Ranked in Top 15 Best for Vets by Military Times

The Jerry S. Rawls College of Business Administration's graduate program also was ranked best among Big 12 Conference schools.

The [Jerry S. Rawls College of Business Administration](#) at Texas Tech University was tabbed at No. 13 on Monday in Military Times' Best for Vets: Business Schools 2015 rankings.

"We aim to provide scholarships and other educational opportunities to support our veterans and active service personnel in their pursuit of becoming successful business leaders," Dean Lance Nail said. "The faculty, staff and administration of Texas Tech appreciate the sacrifices made by the men and women of our military, and we are committed to supporting them in their academic pursuits at our university. The Rawls College is honored to receive this recognition from Military Times for a second year in a row."

The organization, which consists of Army Times, Navy Times, Air Force Times and Marine Corps Times, focused on culture and curriculum that cater to military veterans when conducting and scoring its third annual Best for Vets: Business Schools survey, a nearly 80-question analysis of a graduate business school's complete offerings for veterans.

Best for Vets: Business Schools is an editorially independent news project that evaluates the many factors that make an institution a good fit for military veterans.

"Dean Nail and his staff have been diligent in their inclusion of our military personnel and veterans into the Rawls College mission," Texas Tech President M. Duane Nellis said. "Our veterans have provided us opportunities and freedoms to live our daily lives and we owe them the chance at a quality education."

Military Times' Best for Vets survey-based rankings include colleges, career and technical colleges, business schools, franchises, employers and law enforcement. Military Times is a trusted source of independent news and information for all service members and their families.

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In November, Military Times ranked Texas Tech as the 19th best higher education institution in the nation for veterans.

For a complete list of the rankings, go to the Military Times [website](#).

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News Release

FOR IMMEDIATE RELEASE

DATE: March 11, 2015

CONTACT: George Watson, george.watson@ttu.edu
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Texas Tech Meat Judging Team Makes it a Clean Sweep with Houston Victory The team ends its spring competition season undefeated.

The Texas Tech University meat judging team in the [Department of Animal and Food Sciences](#) finished its spring competition season undefeated in three events after taking first place this weekend at the Houston Livestock Show Intercollegiate Meat Judging Contest.

Earlier this spring, the Texas Tech team from the [College of Agricultural Sciences and Natural Resources](#) won meat judging competitions at the [National Western Stock Show and Rodeo in Denver in January](#) and the [Southwestern Livestock Exposition Intercollegiate Meat Judging Contest in Fort Worth](#) in February.

In Houston, Texas Tech's red team outdueled 10 other universities for a total of 4,106 points, ahead of Texas A&M University and two teams from the University of Wyoming. The Texas Tech black team finished fifth with 4,050 points, just six points out of third place.

Texas Tech's teams won the beef judging, overall beef and reasons categories.

"I'm very proud of the commitment of these students this spring," said Mark Miller, professor and San Antonio Stock Show & Rodeo Distinguished Chair in Meat Science and the coach of the Texas Tech meat judging team. "This is the 10th time Texas Tech has won the contest in the past 11 years."

Five members of the team finished in the top 10 individuals at the contest, including three of the top four spots:

- Clay Bendele, a sophomore from Hondo (first place)
- Erin Beyer, a sophomore from Brookshire (second place)
- Michaela Pinder, a sophomore from League City (fourth place)
- Darby Gonzales, a sophomore from Hondo (ninth place)
- Morgan Boyer, a junior from Wallisville (10th place)

Other members of the meat judging team are:

- Elizabeth Burges, a junior from Graham

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- Annalisa Clark, a sophomore from Las Cruces, New Mexico
- Zena Doty, a junior from La Plata, New Mexico
- Scotta Faulkenberry, a junior from Stephenville
- Landon French, a junior from Burleson
- Melani Howell, a sophomore from Seymour
- Hallie Hutto, a sophomore from Hondo
- Erin Klein, a sophomore from Littlefield
- Kyle Lambert, a sophomore from Sweetwater
- Madison Langemeier, a sophomore from Marion
- Sean Morrow, a sophomore from Nolan
- Cody Shannon, a junior from Royse City

The team also is coached by meat science graduate students Dan Crownover and Bo Hutto.

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 13, 2015

CONTACT: Zoe Bell, zoe.bell@ttu.edu
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CALUE Continues with Service Projects in Dallas and El Paso

The program aims to facilitate hands-on and experimental learning.

Texas Tech University's students will travel to Dallas and El Paso with Texas Tech's [Center for Active Learning and Undergraduate Engagement \(CALUE\)](#) March 16-20. These spring break trips are part of CALUE's Service Breaks program, which offers service projects and weeklong trips throughout the year.

El Paso participants will partner with [Annunciation House](#), where they will be immersed in border culture and the realities of the people who live and work in the area. The goal of the trip is to raise consciousness about border issues such as immigration, economic development, human rights and social justice. Participants will spend time touring the border and talking with border control agents, visiting a federal courtroom and interacting with volunteers and migrants – hearing their stories and sharing meals.

In South Dallas, students will work with [Crossroads Community Services](#) to confront issues related to poverty and food insecurity. Participants will assist clients with shopping in the clothing closet, organizing the donations to be put into the clothing closet and working with clients to complete food orders in the food pantry.

“Service breaks allow students to appreciate the impact they can have throughout their lifetime,” said Erin Justyna, assistant director for the CALUE. “As such, reflection is a major component of the trip. Students spend time in reflection every day to process what they have experienced and to consider how their experiences relate to their learning and lives as active citizens.”

In December, 12 Texas Tech students and staff members traveled to San Antonio to build and renovate homes with [Habitat for Humanity](#). This was the first trip of the new program developed by CALUE to facilitate hands-on and experimental learning for students and faculty.

CALUE is committed to supporting and increasing undergraduate participation in active learning at Texas Tech. The center serves as the centralized location for undergraduate students, faculty, staff and community organizations interested in participating in service learning, undergraduate research, professional internship and study abroad.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 13, 2015

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

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Professor of Counselor Education Named to Elite Counseling Fellowship

Janet Froeschle Hicks, who teaches counselor education, is the second Texas Tech professor to be selected for this award from the American Counseling Association.

The new chairwoman of Texas Tech University's [Department of Educational Psychology & Leadership](#) will be inducted into an elite group of counselors this weekend.

Janet Froeschle Hicks received a letter from the American Counseling Association (ACA) in early February congratulating her on being named an ACA fellow. This is among the highest honors a professional counselor can receive. Only 127 people have been inducted into the fellows since 2004, and one of those, Horn Professor Loretta Bradley, is at Texas Tech. Hicks will be one of 11 inducted this year.

"It's just amazing to think these people who I have looked up to for so long picked me for this award," Hicks said. "They've kind of said, 'hey, you're on this level with us.' It's surreal."

The criteria to be a fellow include innovations in practice, advancing counseling as a field, earning a national and international reputation as an expert and documented evidence of service to the counseling field and the people served. The nominating committee cited Hicks' innovation as a counseling protocol for working with cyberbullying. She's since expanded that work to create a protocol for working with families to prevent cyberbullying, which she will present at the ACA conference in Orlando, Florida, this week.

The award is well-deserved, her colleagues say.

"Janet is the ultimate professional and is very deserving of this recognition," Scott Ridley, dean of the [College of Education](#), said. "I appreciate her so much because she always goes the extra mile in her work and does exemplary work yet retains great humility."

Charles Crews, an associate professor of counselor education, thinks one reason Hicks was given this honor is because of how much she mentors students and other faculty members. She is constantly seeking to help others get better in their field, he said.

“She’s one of the select few, the trailblazers in our profession,” he said. “Texas Tech’s already on the map, but I think this puts Texas Tech on the map in a whole different area, which is mental health. It’s something that’s lacking in a lot of places.”

Hicks came to Texas Tech in 2009 after years of being a middle school teacher and then school counselor. She entered graduate school when she saw how many students needed more help than she was able to give them. She got her doctorate in counselor education from Texas A&M-Corpus Christi; since then her research has focused on cyberbullying, eating disorders, cutting and family issues.

CONTACT: Janet Froeschle Hicks, chairwoman, Department of Educational Psychology and Leadership, College of Education, Texas Tech University, (806) 834-3611 or janet.froeschle@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: March 16, 2015

CONTACT: George Watson, george.watson@ttu.edu
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Funeral Services for Robert Wernsman Scheduled for Tuesday

Wernsman had recently retired after more than 20 years of teaching journalism.

WHAT: Funeral services for retired College of Media & Communication instructor Robert Wernsman

WHEN: 3 p.m. Tuesday (March 17).

WHERE: Lake Ridge Chapel, 6025 82nd St., Lubbock

WHO: Robert Wernsman, who retired in January after teaching journalism at Texas Tech University for more than 20 years, died on Sunday after a lengthy illness.

Wernsman was one of the most highly respected faculty members at Texas Tech by not only students but faculty across the university as well. His dedication to teaching and journalism helped shape numerous journalists around the world.

He was recently honored by the College of Media & Communication in a video that can be seen [here](#).

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CONTACT: Aleesa Ross, director for the center for student success, outreach and engagement, College of Media & Communication, (806) 834-0348, or aleesa.ross@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 16, 2015

CONTACT: Aleesa Ross, aleesa.ross@ttu.edu.
(806) 834-0348

Funeral Services for Robert Wernsman Scheduled for Tuesday

Wernsman recently retired after more than 20 years of teaching journalism.

Former Texas Tech University journalism instructor Robert Wernsman died Sunday (March 15) in Lubbock. He had recently retired from teaching in January, and a tribute video can be seen [here](#).

He is survived by his wife, Marijane Wernsman, who is the assistant dean for student affairs in the [College of Media & Communication](#), four children, two step-children and 12 grandchildren.

Funeral service for Wernsman will be at 3 p.m. Tuesday (March 17) at Lake Ridge Chapel & Memorial Designers, 6025 82nd St. in Lubbock. In addition, the College of Media & Communication will host a memorial ceremony at 5:30 p.m. Thursday (March 26) in Room 281 of the Media & Communication building, 3003 15th St.

In lieu of flowers, the family asks that donations be made to a scholarship being established at Texas Tech in Wernsman's name.

Wernsman was born on Oct. 9, 1952 in Prague, Nebraska, the son of Robert and Lola Wernsman. He earned his bachelor's degree from Peru State College in Nebraska and his master's from Northern Arizona University.

He began his teaching career at Texas Tech University after spending 20 years in the newspaper business, including editing positions at the Hunstville Item and the Big Spring Herald.

Wernsman originally came to Lubbock in 1994 to pursue a doctorate in theatre management and acting/directing. He was able to teach journalism courses in what was then the School of Mass Communications while studying theatre.

He later decided teaching was his calling, and he stopped pursuing his doctorate to focus on educating future generations of journalists. Some colleagues and former students would say, however, that he gave a performance in the classroom each and every day, so he did not leave that passion far behind.

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Mary Ann Edwards, an adjunct instructor in the College of Media & Communication and owner of Word Publications in Lubbock, taught news writing with Wernsman since 2005.

“Robert was passionate about life and especially about conveying the basics of communications and principles to his students,” she said. “He was a master communicator. He was an amazing person to teach with. I am a better teacher and a better person for having known and taught with Robert Wernsman.”

Cam Stone, assistant professor of practice in the College of Media & Communication, said Wernsman had the best interests of students in everything he did.

“He was rigorous and tough, but it was for good reason,” Stone said. “When students successfully completed one of his courses, they knew they had learned a great deal from him and felt an overwhelming sense of accomplishment due to the way he conducted his classes.”

Stone also said Wernsman’s passion for the truth and position on ethics in the journalism profession were unequivocally known.

Aleesa Ross, director of the Center for Student Success, Outreach & Engagement in the College of Media & Communication, was a former student and teaching partner of Wernsman’s.

“Without a doubt, he was one of the best instructors on campus,” Ross said. “You could tell by the way he shared information in class that he believed in the lesson he was teaching students, and he delivered it in such a memorable way, time and time again. He cared deeply about students coming away from his classes as critical thinkers and strong writers.”

Emily Jones McCoy, a 1998 broadcast journalism graduate and the Texas Rangers’ dugout reporter who lives in Fort Worth, said there was no greater or more positive influence during her time at Texas Tech than Wernsman.

“His desire to teach and unrelenting ability to get the most out of his students are qualities I always admired and have tried to emulate in my own career,” McCoy said. “I am forever grateful for his impact on my life.”

Jerry Hudson, founding dean of the College of Media & Communication, said countless students attribute their career success to Wernsman.

“He spent many hours each week grading papers, meeting with students individually, and preparing for lectures,” Hudson said. “His greatest reward came when students told him they got a job because he taught them good writing skills.”



The journalism instructor was known for being a tough, yet fair professor who had great expectations of his students.

Nate Winslow, a 2005 journalism graduate and the assistant program director at KJJK 100.3 FM in Dallas, credits Wernsman for pushing him to be a better student, and, now, a better professional.

“Mr. Wernsman, he was tough. He was demanding and, yeah, a bit scary. I’ll admit, at the time I took his class, I was not the best student,” Winslow said. “With him being an exceptional educator, that was a volatile mix. However, he is one of the main reasons I am proud to say I am a Texas Tech graduate.”

Winslow said Wernsman’s impact far exceeds the few hours a week he spent in his classroom.

“I think I can speak for the majority of people who took his class,” Winslow said, “that we will never look at the AP Stylebook the same way again.”

Megan Clark Dillingham, a 1997 journalism graduate and former University Daily editor who now works as the communications and advancement manager at The Parish School in Houston, said Wernsman was a champion of student journalism.

“The difference he made in students’ lives leaves a significant tradition of excellence in the industry and beyond,” she said.

David Perlmutter, Ph.D. and dean of the College of Media & Communication, said Wernsman was an institution within the college and Texas Tech.

“I have met hundreds of alumni who spontaneously told me they are better writers and thinkers because of taking a class with professor Wernsman,” Perlmutter said.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 16, 2015

CONTACT: Kristina Butler, kristina.w.butler@ttu.edu
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Texas Tech Alumni Association to Honor Three Distinguished Graduates

The [Texas Tech Alumni Association](#) will honor three graduates as the 2015 Distinguished Alumni of Texas Tech University at a reception and dinner Friday (March 27) at the McKenzie-Merket Alumni Center.

The honorees are Mica R. Endsley, M. Dan Howard, and Terry E. Fuller.

The Distinguished Alumni Award is the highest honor bestowed by the Texas Tech Alumni Association. The awards are designed to recognize and honor alumni who have made significant contributions toward furthering the excellence of Texas Tech through outstanding accomplishments, careers and/or extraordinary measures of service. The evening includes a reception and dinner, as well as a program featuring a video biography highlighting each honoree.

Nominations are accepted from members and friends of the alumni association and Texas Tech faculty and staff. Attendance at Texas Tech is a requirement to be eligible for nomination, although receiving a degree is not necessary. Distinguished alumni are selected by a committee composed of alumni and university officials.

Endsley earned her bachelor's degree in industrial engineering from Texas Tech in 1982. She went on to earn a master's degree from Purdue University and a doctorate from the University of Southern California.

Endsley was an associate professor of Industrial Engineering at Texas Tech and was a visiting associate professor in the Department of Aeronautics and Astronautics at the Massachusetts Institute of Technology. She then formed SA Technologies, a cognitive engineering firm specializing in the development of operator interfaces for the next generation of systems for aviation, air traffic control, medicine and military operations.

Endsley is chief scientist of the United States Air Force. She provides independent scientific advice to the Secretary of the Air Force and works with top scientists and engineers. She is the first human factors engineer and the first female to serve as chief scientist.

Howard received his bachelor's degree in accounting from Texas Tech in 1959 and earned his CPA designation in 1960.

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He began his career in Dallas at Arthur Anderson & Co. before returning to Lubbock in 1963. In 1978 he founded Howard, Cunningham, Houchin and Turner, LLP.

Howard is active in the Lubbock community, serving in numerous organizations in Lubbock and at Texas Tech, including the Southwest Lubbock Rotary Club, the Lubbock Chamber of Commerce, the Boy Scouts of America, the Texas Tech Alumni Association, the Red Raider Club, the Texas Tech Foundation Board and the Ranching Heritage Association.

He recently received the William H. Tinney Ethics Award from the Metropolitan Lubbock Rotary Club.

Fuller received his bachelor's degree in petroleum engineering in 1977 from Texas Tech. Fuller is president and founder of Phoenix PetroCorp, Inc., an independent oil and gas production company with operations in Texas, Oklahoma and Kansas.

The \$22.8 million, state-of-the-art Terry Fuller Petroleum Engineering Research Building in the Whitacre College of Engineering was named in recognition of Terry and Linda Fuller as lead benefactors. Longtime supporters of Texas Tech, the Fullers have established a scholarship endowment in every college and for every sport at their alma mater.

Fuller is a Texas Tech Distinguished Engineer and a member of the Academy of Petroleum Engineers in the Whitacre College of Engineering. He is chairman of the board of directors for the Texas Tech Foundation and is a former president of the Red Raider Club.

For more information or to make reservations, please contact Peggy Pearce at the Alumni Association at (806) 834-8595 or peggy.pearce@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 17, 2015

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

Law School Advocacy Team Captures Moot Court Competition Crown

It is the 33rd national advocacy title for the Texas Tech School of Law.

The advocacy team at the [Texas Tech University School of Law](http://www.law.ttu.edu) captured the crown this weekend at the Fifth Annual National Energy & Sustainability Moot Court Competition hosted by West Virginia University.

The team of Katherine Handy, a third-year law student from Plano, Stephanie Ibarra, a second-year law student from Laredo and Clay Watkins, a second-year law student from Rockwall, took first place. This is the second time in the past three years Texas Tech has won the competition.

“Given Texas Tech Law’s commitment to producing graduates who are ready to practice in the energy sector when they graduate, this is always an extremely important competition to our law school and advocacy program,” said Robert Sherwin, an assistant professor of law and the director of the law school’s advocacy programs. “The fact that we’ve won this tournament two out of the last three years — not to mention our second team’s quarterfinal finish — once again affirms our place as one of the top energy law schools in the country. Combine it with our Energy Law Negotiation team’s finalist finish last month, and I think the results speak for themselves.”

According to the School of Law, Handy became the first three-time national moot court champion in the school’s history.

“Winning my third title with Clay and Stephanie was one of the greatest experiences of my law school career,” Handy said. “We all worked so hard, and I could not be more proud of my team.”

The competition highlights emerging energy law trends and sustainable energy production developments and is for students who desire to work in the field of energy and sustainability law. It allows them to present in front of experienced lawyers, district court and appellate judges, competing in four preliminary rounds, after which the field of 40 is narrowed to 16.

The Texas Tech team then had to compete in three more rounds to win the competition, beating the University of North Dakota, last year's runner-up, in the finals. Sherwin said this year's problem dealt with the complicated issues of granting public utility status to a mid-stream natural gas pipeline company and whether that company's proposed pipeline in a designated wetland area violated the Clean Water Act.

As part of the win, the Texas Tech students receive scholarships in recognition of their superior appellate advocacy skills.

"Our coaches, professors Brie Sherwin and Laura Pratt, were nothing short of amazing," Handy said. "They worked with us every single evening to make sure we were as prepared as possible. I'm so glad we could win this for them and for Texas Tech Law."

The second Texas Tech law team that reached the quarterfinals consisted of third-year student Jamie Vaughan of San Marcos and second-year students Shelby Hall of Lubbock and Matthew Loving of Lindale.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: March 17, 2015

CONTACT: Heidi Toth, heidi.toth@ttu.edu
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Public Invited to Final Event of Regional Dance Conference

The Texas Tech Department of Theatre and Dance is hosting the South-Central American College Dance Association Conference during the week of spring break.

- WHAT:** The Gala Concert, the final event of the South-Central American College Dance Association Conference
- WHEN:** 6:30-8:30 p.m. Saturday (March 21)
- WHERE:** Allen Theatre, Student Union Building, 15th Street and Akron Avenue
- EVENT:** The South-Central American College Dance Association Conference is a four-day conference hosted by the [Department of Theatre and Dance](#) at Texas Tech University. Colleges and universities will present 37 original dance works at the South-Central American College Dance Association Conference. Peer reviewers will recommend a small number of these performances for representation in the Gala Concert.

Admission is free. Doors will open at 6:15 p.m. The audience will experience a wide variety of dance styles and dancers from throughout the south-central United States.

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

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Expert Pitch

FOR IMMEDIATE RELEASE

DATE: March 18, 2015

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

Expert: Statistics Hold Clues to Winning March Madness Brackets

It's that time of year again – when March Madness brackets, odds and the likelihood of picking the correct No. 5-vs.- No. 12 upset dominate social media, the news and water cooler conversation. With bragging rights and, in some cases, money on the line, Americans are increasingly turning to statistics and equations to predict the outcomes of games. Baseball has long led the way in the use of analytics, as shown in the book and movie “Moneyball.” But basketball is catching up, no matter what former NBA star and TV analyst Charles Barkley says.

Expert

Texas Tech University professor **Alan Reifman**, author of the 2012 book “Hot Hand: The Statistics Behind Sports’ Greatest Streaks,” is available to discuss which basketball statistics to consider while filling out brackets. He is available at alan.reifman@ttu.edu or (806) 834-5174 (setting up phone interview via email is best).

Talking points

- **Offensive and defensive efficiency.** Although different authors define the terms slightly differently, offensive efficiency is basically how many points a team averages per 100 possessions. Defensive efficiency is how many points a team allows opponents per 100 opponent possessions. Because teams play at different paces (some shooting quickly and others running down the shot clock), pegging the statistic to the rate of “per 100 possessions” evens out the numbers. According to the 2013 book “Basketball Analytics” (Stephen M. Shea & Christopher E. Baker), there is a strong correlation between scoring efficiency and winning.

Former meteorologist Ken Pomeroy has taken the analysis a step further, providing offensive and defensive efficiency statistics on his [website](#), which accounts for quality of the opponents. Not surprisingly, undefeated and heavy favorite Kentucky is the only team in the top five for offensive (fifth) and defensive (second) efficiency. Other top teams are unbalanced, such as Notre Dame (second in offensive efficiency, but 112th in defensive efficiency). When in doubt about which team to pick in a particular game, look to efficiency.

- **Shot location.** It is commonly accepted that teams should try to shoot primarily from two locations on the floor: near the basket (because of the relative ease of the shot) and three-point shots from the corner (because of the increased point value and the corners being most conducive to making threes). Mid-range jump shots are the worst option, being relatively difficult to make and only worth two points. This [strategy is credited to](#)

[Houston Rockets general manager Daryl Morey](#), lending itself to the play on words “Morey-ball.”

The March 15 *New York Times* had a [feature](#) on how a math professor at Davidson College and his students developed a working relationship with men’s coach Bob McKillop. One item in the mathematicians’ report is “‘heat maps’ that show a player’s shooting efficiency from certain areas on the floor,” while CBS Sports has a [website](#) that shows shot charts for several leading college teams.

- **13 positions?** A basketball team can put only five players on the court at a time, giving rise to the traditional positions of center, guard (point and shooting) and forward (small and power). According to analyst [Muthu Alagappan in Wired](#), however, there are really 13 “positions” in terms of combinations of skill-sets. For example, the “three-point rebounder” combines the skills of the traditional shooting guard and forward. As an illustration, [ESPN shows Duke’s Justise Winslow](#) is one of the top rebounders on the team and a nearly .400 three-point shooter. The study of hybrid positions is still new and it will be exciting to see if particular lineups of skill sets lead to greater success.

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News Release

FOR IMMEDIATE RELEASE

DATE: March 18, 2015

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

Test of Emergency Sirens Scheduled

In preparation for severe weather season, Texas Tech University will test its outdoor siren system March 25. The sirens will sound for one minute at approximately 10:50 a.m.

During an actual severe weather emergency, the Texas Tech Police will activate the outdoor siren system. If practical, the outdoor sirens will be augmented by the use of loudspeakers on university police vehicles broadcasting instructions and/or Texas Tech Police sounding the cars' police sirens. In these situations, individuals should immediately seek shelter in a safe area. More tips can be found on the [FEMA website](#).

"The safety of our university community is our top priority," said Ronald Phillips, university counsel and emergency management coordinator. "We test our sirens once a year and our TechAlert! system at least twice a year. It's important that our students, faculty and staff know the sound of our sirens and what to do when they are activated. It's also vital that we have current phone, text message and email contacts so that our emergency communications system can get the latest information out as fast as possible."

Emergency Communications Overview

In case of a weather emergency, the TechAlert! and siren systems are only one of several tools the university will use to alert the campus, including the university's home page at www.ttu.edu. Other facets of the university's multiple, redundant emergency notification methods include:

Updates to the following websites:

- www.emergency.ttu.edu is the online Emergency Communications Center to inform the Texas Tech University community about what to do in advance of, during and after an emergency.
- Other online resources for emergency news are the [university home page](#) and [Texas Tech Today](#), in addition to our social media accounts on [Facebook](#) and [Twitter](#).

Updates via local media:

- The university has established protocols to use local media to help inform the public.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: March 18, 2015

CONTACT: K'Leigh Sims, kleigh.sims@ttu.edu
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Texas Tech Celebrates Diversity with Weeklong Events The university will kick off Diversity Week Monday (March 23).

WHAT: Texas Tech University 2015 Diversity Week

WHEN: March 23-28

WHERE: Texas Tech campus

In an environment where diversity is celebrated in all forms and fashions, Texas Tech's Student Union and Activities in partnership with the Division of Institutional Diversity, Equity and Community Engagement will begin this year's 2015 Diversity Week with a kick-off celebration Monday (March 23) and close with a Holi festival Saturday (March 28).

Texas Tech's Diversity Week is a weeklong celebration dedicated to understanding the importance of diversity throughout the community and Texas Tech campus.

Media are invited to select events including:

- **Diversity Week Kick-Off, March 23, 12-1:30 p.m., Student Union Building (SUB) North Plaza:** Hosted by the Division of Institutional Diversity, Equity and Community Engagement, Texas Tech will begin Diversity Week with food, entertainment and resources from various multicultural student organizations.
- **"A Herstory of #BlackLivesMatter, Part II," March 24, 12-1 p.m., SUB Escondido Theatre:** Texas Tech's Women's Studies Program will lead a discussion on the building of the #BlackLivesMatter movement as seen through the eyes of women of color on campus.
- **Diversity in the Dark, March 24, 6-7:30 p.m., SUB Lubbock Room:** Students will engage in conversation about diversity and social justice in an anonymous, stress-free environment. A panel of advocates through Texas Tech's Social Justice Education Committee will answer questions about diversity and social justice while in an unlit room.
- **Stomping Out Stereotypes, March 25, 11 a.m. to 2 p.m., SUB North Plaza:** With extra-large bubble wrap, students will stomp out stereotypes about different groups on campus and have the chance to speak out against their least favorite stereotypes.

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- **Quidditch Game, March 25, 5-6 p.m., Texas Tech Rugby Fields:** Texas Tech students and Harry Potter fans will watch the Quidditch club in action as they seek for the golden snitch.
- **“Dear White People” Film Screening, March 25, 7-10 p.m., Human Sciences Building, Room 169:** The Division of Institutional Diversity, Equity and Community Engagement will feature a social satire that follows the stories of four black students at an Ivy League school where controversy breaks out over an offensive party thrown by white students. A panel discussion will take place after the film.
- **Battle of the Sexes, March 26, 5:30-7 p.m., Agricultural Education Building, Room 102:** An interactive game show, where guys and girls will compete against each other and learn about different cultures and issues.
- **Photo Contest Reception, March 27, 4-5 p.m., Hall of Nations at the International Cultural Center:** The Office of International Affairs and the K-12 Global Education Outreach is hosting a diversity photo contest, where students have submitted their photos. The winning photos will be on display at the reception.
- **Celebrate Diversity! and Holi Festival, March 28, 4-9 p.m., Texas Tech Rec Fields and Urbanovsky Park:** In a collaboration between the South Asian Student Association and the Tech Activities Board, Diversity Week will wrap up with a Holi festival and diversity showcase for students and the Texas Tech community. Holi, also known as the Festival of Colors, originated in India and is a time where family and friends throw brightly colored powders at each other to celebrate the coming of spring. The event will include cultural performances, music, free food and T-shirts.

For more information about this year’s Diversity Week schedule, please visit <http://www.depts.ttu.edu/sub/outreach/event.php>.

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: March 18, 2015

CONTACT: George Watson, george.watson@ttu.edu
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Texas Tech Researchers Receive Grant to Send Worms into Space

The study could lead to progress regarding human muscle mass and strength.

It is common knowledge that the longer humans spend in space, the longer it takes them to regain muscle strength upon their return to earth. The biggest question is, why. With the help of *Caenorhabditis elegans*, one Texas Tech University researcher hopes to find out.

C. elegans has been to space multiple times, and thanks to Siva Vanapalli, they will head to the International Space Station (ISS) soon in hopes of judging their durability in terms of muscular mass and strength.

The team of Vanapalli, an associate professor and graduate adviser in [the Department of Chemical Engineering](#) in Texas Tech University's [Whitacre College of Engineering](#), Jerzy Blawdziewicz, a professor in the [Department of Mechanical Engineering](#), and muscle biologist Nathaniel Szewczyk from the University of Nottingham, recently received a grant from the [National Aeronautics and Space Administration \(NASA\)](#) totaling \$326,879 for their study, "Determining Muscle Strength in Space-Flown *Caenorhabditis elegans*." The grant was one of 16 NASA awarded under two research announcements from its Human Research Program.

"What Dr. Szewczyk's previous work has shown is that muscle genes in *C. elegans* changed expression during their time in space," Vanapalli said. "However, nobody has actually measured if a change in the actual strength of the worms occurs. Our hypothesis is that, given that there are gene expression changes from previous studies, we also expect changes in force or strength in space."

Several factors, Vanapalli said, make the *C. elegans* the ideal animal upon which to conduct this study. The lifespan of a *C. elegans* is roughly three weeks, during which it lays about 300 eggs, making it a fast experimental animal model. The worm is transparent, allowing researchers to observe all of its parts.

Plus, the worm was the first animal whose genome was sequenced. *C. elegans* was found to have close to 18,000 genes whereas a human has roughly 22,000. Not only is the total

number of genes in nematodes and humans comparable, but many of *C. elegans* genes are very similar to human genes, including many genes that control the growth of muscles.

“So if you do some experiments with this animal and you discover something, you are roughly half right,” Vanapalli said.

Not only must Vanapalli and his research team prepare the worms for space travel, but they also developed a way to measure their strength. To that end, he and his students created small chambers that fit on a microscope slide that have tiny rubber pillars inside dangling from the top to just above the bottom.

As the worms move around this chamber, they push against the pillars. The strength of the worms is determined by how far the pillars are moved.

“It is similar to using Hooke’s law for a spring,” Vanapalli said. “If you know the extension of a spring you can figure out the force. It’s the same idea for this where we treat the rubber pillars as an elastic spring, and based on the deflection observed on a microscope, we can determine the force applied.”

While at the ISS, astronauts will insert these chambers with worms inside them under an optical microscope that Vanapalli and his students will control from the NASA laboratory in Cleveland. They will be able to observe and take pictures of the worms navigating through these pillars and measure how much the pillars are deflected by the worm’s movement. They will then observe worms doing the same thing on Earth and compare the data from the two observations.

Having just received the grant earlier this month, Vanapalli and Blawdziewicz and his students will spend the first six months of the two-year grant in a “flight definition phase” where they will ensure everything required during the experiment works as it should, from the rubber pillars to storage of the worms. The worms will be refrigerated for the flight into space and then returned to room temperature once in space.

Vanapalli said he hopes to begin the flight definition phase sometime in April with a goal of having everything ready for space by the fall of 2016. The worms will spend about nine weeks on the ISS, allowing researchers to study roughly six generations of the worms. Since the size of younger and older worms is different, the study will also enable measurement of strength in younger and older worms.

Vanapalli said future experiments will involve turning off certain genes in the worm, then testing each of those mutant worms to determine which gene best controls muscle mass and strength. This could help other researchers design drugs in the future that can synthesize the proteins leading to muscle growth or degradation.

The study also has important spin-off applications on Earth since decline in muscle strength leads to fall-related injuries, disability and loss of independence in elderly individuals, Vanapalli said. Blawdziewicz added that observations of nematodes



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pushing against pillars will also help understand how neurons control muscle contractions, which may lead to addressing problems of neuromuscular degeneration involved, for example, in Parkinson's disease.

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News Release

FOR IMMEDIATE RELEASE

DATE: March 19, 2015

CONTACT: George Watson, george.watson@ttu.edu
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The Hub@TTU Recognized by Region 8 Society of Professional Journalists The Texas Tech University chapter will be honored at March 28 conference.

Seven student staff members of The Hub@TTU will be honored by the Region 8 Society of Professional Journalists at its spring conference March 28 in Norman, Oklahoma.

The students, Lucinda Holt and Sarah Self-Walbrick of Lubbock, Alicia Keene of Austin, Abbie Arroyos of Hereford, Evan Dixon of Albuquerque, New Mexico, Ben Jarvis of McKinney and Anibal Galindo of Presidio, will receive recognition from the 2014 Mark of Excellence competition.

“The Region 8 Society of Professional Journalists Mark of Excellence awards cover universities in Texas and Oklahoma and are quite competitive and prestigious,” said Pete Brewton, visiting assistant professor and an adviser to The Hub@TTU. “The first-place winners of these awards are entered into the national competition. The large number of The Hub stories that have won some award is a reflection of the hard work and ability of our students.”

The Hub@TTU is a student-operated multimedia organization within the [Texas Tech University College of Media and Communication](#). The students worked with Brewton and professors Randy Reddick and Cam Stone, the SPJ chapter adviser, to finalize which stories were submitted for the competition.

The specific awards won by each student and the rankings in the competition will not be known until the conference.

They will be recognized for the following stories:

- *American Dream, Mexican Nightmare* (Holt, Self-Walbrick)
- *ICYMI: Executive Candidate Forum and Election Coverage* (Keene, Arroyos, Dixon, Jarvis)
- *The Lack of Title X Funding* (Holt, Galindo, Keene)
- *ICYMI: Farewell to the Hancellor* (Keene, Self-Walbrick, Dixon, Galindo).

The multimedia publication staff is up for two awards.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 23, 2015

CONTACT: K'Leigh Sims, kleigh.sims@ttu.edu
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Diversity Celebration Begins at Texas Tech

The weeklong event is dedicated to understanding the importance of diversity throughout the community and the university.

Monday (March 23) marks the beginning of a weeklong diversity celebration on the Texas Tech University campus where faculty, staff and students will have the chance to celebrate their roots and better understand the importance of diversity in today's society.

"Diversity Week is a vital component of Texas Tech's strong commitment to inclusive excellence," said Juan Muñoz, senior vice president for [Institutional Diversity, Equity and Community Engagement](#) and vice provost for [Undergraduate Education and Student Affairs](#). "This weeklong celebration serves to further highlight the many personal, cultural and educational benefits of a diverse academic community."

The weeklong celebration began with a kickoff mixer, hosted by Institutional Diversity, Equity and Community Engagement, with food, entertainment and resources from various multicultural student organizations on campus.

Several events will occur on campus during the week, including panel discussions, film screenings, a Quidditch match, training opportunities and learning activities for students to better understand the significance of diversity in the community and the Texas Tech campus.

"With the help of 40 different departments and student organizations across campus, we all came together to plan as many events as possible for this year's Diversity Week," said Claire Maginness, head of the Diversity Week committee and unit coordinator for Student Union and Activities. "There are 40 events throughout the week and five weeklong events. Diversity Week has grown exponentially since last year, and this shows that Texas Tech values coming together as one entity to expose students to different experiences and educate them about other people and cultures to better prepare them to be global citizens."

Diversity Week will end Saturday (March 28) with a Holi Festival and diversity showcase at the Texas Tech Rec Fields and Urbanovsky Park hosted by the South Asian Student Association and the Tech Activities Board. Holi, also known as the Festival of

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Colors, originated in India and is a time where family and friends throw brightly colored powders at each other to celebrate the coming of spring. The event will include cultural performances, music, free food and T-shirts.

For a full list of events, please visit the Diversity Week website at <http://www.depts.ttu.edu/sub/outreach/event.php>.

Those who participate in Diversity Week are encouraged to share their experiences on social media with the #TTUDiversity15 hashtag.

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CONTACT: Claire Maginness, unit coordinator, Student Union and Activities, Texas Tech University, (806) 742-4708 or claire.maginness@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: March 23, 2015

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

Public Invited to Dance with Mr. Darcy and Dr. Who at Fundraiser

The ball, to which attendees are encouraged to wear costumes, is raising money for Texas Tech's Vernacular Music Center's scholarships.

WHAT: "Dancing with Mr. Darcy & Dr. Who!" is a fundraising ball for the Texas Tech University [Vernacular Music Center](#). The event includes music from the Elegant Savages Orchestra, dancing from the Regency, post-Edwardian and all Time Lord-enabled eras and a light buffet. Costumes are encouraged.

Tickets are \$20 for a single and \$30 for a pair. To buy tickets, call (806) 445-4637. Tickets must be purchased in advance.

WHEN: 7 p.m. Saturday (March 28)

WHERE: Museum at Texas Tech University, 3301 Fourth St.

Find Texas Tech news, experts and story ideas at today.ttu.edu or follow us on [Twitter](#).

CONTACT: Christopher Smith, director, Vernacular Music Center, School of Music, Texas Tech University, (806) 834-8768 or christopher.a.smith@ttu.edu



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: March 23, 2015

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

Siren Test Scheduled

- WHAT:** Test of the Texas Tech University outdoor sirens
- WHEN:** 10:50 a.m. Wednesday (March 25)
- EVENT:** In preparation for severe weather season, Texas Tech University will test its outdoor siren system March 25. The sirens will sound for one minute at approximately 10:50 a.m.

Find Texas Tech news, experts and story ideas at today.ttu.edu/media and on Twitter @TexasTechMedia.

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



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: March 23, 2015

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

Texas Tech Announces Tournées French Film Festival

The series will highlight French contributions to film throughout March and April.

- WHAT: Texas Tech University International Film Series Tournées French Film Festival's first screening of the season.
- WHEN: 7 p.m. Thursday (March 26)
- WHERE: Alamo Drafthouse Cinema, 120 W. Loop 289
- WHO: The screening of "À bout de souffle" (Breathless) will open the Tournées French Film Festival presented by FACE Foundation, the [Texas Tech Department of Classical and Modern Languages and Literatures](#) and the [Texas Tech International Film Series](#).

The French Film Festival will continue with five screenings throughout the months of March and April: "Monsieur Lazhar" (Mr. Lazhar) on March 26; "L'image manquante" (The Missing Picture) on April 2; "Couleur de peau: miel" (Approved for Adoption) on April 3; "Dans la maison" (In the House) on April 9 and "Amour" (Love) on April 10.

The first and last screening of the festival, "À bout de souffle" and "Amour," will take place at the Alamo Drafthouse Cinema. These films will be free to all students and educators, with a valid ID. Reserved seats, available through the Alamo Drafthouse Cinema [website](#), are \$5 and can be exchanged for food or beverage vouchers good for use inside the Drafthouse auditoriums.

All other screenings will be held in Room 169 of the Human Sciences building and will begin at 7 p.m. They are free and open to the public, but seating is limited.

Tournées Festival was made possible with the support of the Cultural Services of the French Embassy in the U.S., the Centre National de la Cinematographie et de l'Image Animée, the Franco-American Cultural Fund, Florence Gould Foundation, Campus France USA and Highbrow Entertainment.

Office of Communications and Marketing

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The Festival was also made possible by the [Department of Classical and Modern Languages and Literatures](#), [International Film Series](#), [College of Arts and Sciences](#), [Department of Political Science](#) and [Global Studies](#), [Department of English](#) and [Interdisciplinary Minor in Film and Media Studies](#), and the [Department of History](#).

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

CONTACT: Starra Priestaf, assistant professor of French, Department of Classical & Modern Languages & Literatures, College of Arts & Sciences, Texas Tech University, (806) 834-2601 or starra.priestaf@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: March 24, 2015

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

Campus Memorial for Robert Wernsman Scheduled for Thursday

Wernsman had recently retired after more than 20 years of teaching journalism.

- WHAT: A memorial services for retired [College of Media & Communication](#) instructor Robert Wernsman, who died March 15
- WHEN: 5:30 p.m. Thursday (March 26)
- WHERE: Media & Communication Building, Room 281
- WHO: Robert Wernsman, who retired in January after teaching journalism at Texas Tech University for more than 20 years, died March 15 after a lengthy illness.

Wernsman was one of the most highly respected faculty members at Texas Tech by not only students but faculty across the university as well. His dedication to teaching and journalism helped shape numerous journalists throughout the world. Known for his theatrical lectures, high expectations and “do it right” persona, Wernsman inspired countless students to pursue excellence in all they encounter.

“Robert Wernsman influenced so many students and careers. We knew it when he taught and we hear it when we talk to alumni,” said Todd Chambers, associate dean for undergraduate affairs. “I’d like to encourage current and former students to attend the memorial Thursday and share a few words about how Mr. Wernsman helped them as students and/or in their careers.”

He was recently honored by the College of Media & Communication in a video that can be seen [here](#).

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CONTACT: Katherine McBee, planner, College of Media & Communication, (806) 834-3304, or katherine.mcbee@ttu.edu.

Office of Communications and Marketing

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Expert Pitch

FOR IMMEDIATE RELEASE

DATE: March 24, 2015

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

Expert: Increased Diversity in STEM Education Will Benefit U.S.

President Barack Obama [announced at the White House Science Fair](#) Monday more than \$240 million in pledges from the private sector to boost diversity in the study of science, technology, engineering and mathematics (STEM) education. In a tweet sent Monday morning, Obama told the assembled students science is for everyone.

Zenaida Aguirre-Muñoz, the associate director of the Texas Tech University [STEM Center for Outreach, Research & Education \(STEM-CORE\)](#) and a professor of diversity studies, has researched the effects learning English as a second language has on students' abilities to learn other complex subjects, including STEM subjects. As part of STEM-CORE, she works with other faculty members at Texas Tech to integrate STEM into their curricula.

Expert

Zenaida Aguirre-Muñoz, associate director of the Texas Tech University STEM Center for Outreach, Research & Education and associate professor of bilingual education and diversity studies, (806) 834-4949 or z.aguirre@ttu.edu

Talking Points

- Texas Tech researchers have aggressively sought and received several grants with a STEM focus, including adding engineering literacy to early childhood education.
- Researchers also look for unique ways to introduce STEM into curriculum, including Texas Tech's [LAZARUS Project](#) – the Lab for the Analysis of Zombie Activity and Research into Undead Simulations.
- Increased funding means increased opportunities to solicit and obtain funding for outreach and research such as the Texas Tech/Lubbock Independent School District STEM Challenge, in which students from low-income schools can participate in activities designed to inspire them to solve problems in ways that enables them to deepen their STEM content understanding.

Quotes

- “This announcement affirms the importance of the commitment to diversity in STEM education, which will be the source of hope globally for needed innovations to solve difficult problems.”
- “There is a growing consensus that increasing diversity in STEM is the way to maintain our nation's stronghold in providing the research that serves as the catalyst to these innovations.”

- “It starts with increasing the ability of all students to approach the world like a scientist, mathematician or engineer so they can gain the capacity to change the world.”

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Advisory

FOR IMMEDIATE RELEASE

DATE: March 24, 2015

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

KTTZ and Health Sciences Center Host Cancer Documentary Screening

The documentary will be shown at 6 p.m. today.

- WHAT:** Texas Tech Public Media hosts a screening of the local documentary, “Life. Hope. Courage: The Stories of Cancer.”
- WHEN:** 5:30 - 7 p.m. Today (March 24)
- WHERE:** Room 100, Texas Tech Health Sciences Center, 3601 Fourth Street.
- EVENT:** “Life. Hope. Courage” chronicles the stories of people in the South Plains region who battled cancer. The documentary features doctors, survivors and caregivers, including Todd Chambers, College of Media & Communication interim associate dean for undergraduate affairs; Dr. Patrick Reynolds, Health Sciences Center School of Medicine Cancer Center director; Dr. Candy Arentz, assistant professor in the Department of Surgery; and Ted and Betty Dotts.

The event is free to the public. Doors open at 5:30 p.m. and light hors d’oeuvres will be served. The screening begins at 6 p.m. and is followed by a sneak preview of “Cancer: Emperor of All Maladies,” a documentary produced by Ken Burns.

A panel and town hall discussion moderated by Dr. Tedd Mitchell, Health Sciences Center president, will follow the screenings.

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CONTACT: Becky Ivey, unit coordinator, KTTZ, Texas Tech University, (806) 834-6974 or becky.ivey@ttu.edu.



TEXAS TECH UNIVERSITY™

Advisory

FOR IMMEDIATE RELEASE

DATE: March 24, 2015

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

NASA Flight Director Will Speak at Luncheon

The Women's Leadership Institute hosts Ginger Kerrick on Thursday.

- WHAT:** Ginger Kerrick, a flight director in the Mission Control Center at the NASA Johnson Space Center, will be the Texas Tech University Women's Leadership Institute's spring 2015 guest speaker.
- WHEN:** Thursday (March 26) **11:30 a.m. – 12:30 p.m.:** Faculty and staff lunch
12:15 p.m. – 2:30 p.m.: Student lunch
- WHERE:** Faculty and staff lunch: Hall of Nations at the International Cultural Center, 601 Indiana Ave.
- Student lunch: Room 105, International Cultural Center, 601 Indiana Ave.
- WHO:** Kerrick is a flight director in the mission control center at Johnson Space Center in Houston and a Texas Tech alumna. She has supported 13 International Space Station missions and five joint shuttle missions. She also was the first non-astronaut Capsule Communicator, which is the flight control position that relays information from mission control to the astronaut crew.

The luncheon is divided into two parts: one for faculty and staff and another for students who are Women's Leadership Institute members. Media is welcome at each lunch.

The [Women's Leadership Institute](#) is sponsored by the [Gender Equity Council](#)'s Ad-Hoc Committee of Leadership.

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CONTACT: K'Leigh Sims, senior editor, Office of Communications & Marketing, Texas Tech University, (806) 742- 2136 or kleigh.sims@ttu.edu.



TEXAS TECH UNIVERSITY™

Advisory

FOR IMMEDIATE RELEASE

DATE: March 24, 2015

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

Robert Hass to Appear for National Poetry Month US poet laureate and Pulitzer Prize winner comes to Texas Tech.

WHAT: Robert Hass will perform a reading in honor of National Poetry Month. This is the last event of the spring 2015 Presidential Lecture and Performance Series

WHEN: 7 p.m. April 10

WHERE: Allen Theatre, Student Union Building (SUB), Texas Tech University

WHO: Hass is a poet whose work is rooted in the landscapes of his native Northern California. Widely read and much honored, he has brought the kind of energy in his poetry to his work as an essayist, translator and activist on behalf of poetry, literacy and the environment. Hass has been awarded the MacArthur Fellowship, twice the National Book Critics' Circle Award (in 1984 and 1997), the Yale Series of Younger Poets in 1973 and the 2014 Wallace Stevens Award. Hass is a professor of English at University of California-Berkeley.

For more information on Robert Hass visit the
[Barclay Agency](#) or
[The Poetry Foundation](#)

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

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

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Expert Pitch

FOR IMMEDIATE RELEASE

DATE: March 25, 2015

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

Expert: Final Four of Chess Brings the Best of Collegiate Chess Players

Pitch

As Texas Tech University's chess team, the Knight Raiders, prepare for the most prestigious competition in collegiate chess, they will go up against three other top chess teams in the nation: Webster University, the University of Texas-Dallas and the University of Maryland-Baltimore County.

Al Lawrence, program director of Texas Tech's chess program and award-winning chess journalist, has served as the executive director for the U.S. Chess Federation and executive director for the World Chess Hall of Fame. He currently is a chairman for the U.S. Chess Federation College Chess Committee. Lawrence helped launch a successful scholastic chess initiative for the U.S. Chess Federation and aided in bringing the first world championship to the U.S. in more than 100 years. In 2012, Lawrence came to Texas Tech from New York to help build what is now an award-winning chess program.

Expert

Al Lawrence, program director, Chess Program, Texas Tech University, (914) 805-1115 or al.lawrence@ttu.edu

Talking Points

- Collegiate chess is a great opportunity for students to participate in and can offer scholarships comparable to funding for athletes in football, baseball or basketball.
- With steep competition, some of the U.S. college chess teams are now stronger than teams from entire nations.
- Top chess players around the world are sought after by nations and colleges because of their great skills and mastery of the sport.

Quotes

- "Although athletic scholarships are desired, several colleges in the United States will give full rides to the top chess players from all around the world."
- "The top chess draft choices create a bidding war between chess teams and programs because of how skilled each chess player is. Most of the top chess players have been competing since they were very young."
- "Four Texas Tech University players represented four different national teams at the World Chess Olympiad in 2014."

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 25, 2015

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

Texas Tech to Administer National College Health Assessment Survey

This will be the fourth ACHA-NCHA administration at Texas Tech.

[Texas Tech University's Division of Undergraduate Education and Student Affairs](#) will administer [the American College Health Association's National College Health Assessment \(ACHA-NCHA\)](#) at Texas Tech this spring.

The survey assesses student behaviors and perceptions in the most relevant health areas for college students, including nutrition, exercise, personal safety, sexual health, mental health and alcohol, tobacco and other drug use. University administrators will utilize ACHA-NCHA data to better understand health and wellness needs of students, identify common risk factors to academic success and appropriately target student services.

An email will be sent to 10,000 randomly selected undergraduate and graduate students inviting them to log in and complete the web-based survey. The email will be sent to students' Texas Tech email with the subject line "Support Texas Tech Student Health and Wellness."

Results from the survey will determine health and wellness needs within the Texas Tech population and help the university align programs and service to meet these needs. Additionally, participation in the survey allows administrators to compare Texas Tech's data to national, aggregate data from the 500 colleges and universities across the country expected to participate.

The survey will be available to the selected students beginning March 30 through April 20. Students who complete the survey will be entered into a drawing to win \$25 in Raider Cash. Administrators hope to receive responses from at least 1,000 Texas Tech students.

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CONTACT: Cathy Duran, associate vice provost for student affairs, Department, College, Texas Tech University, (806) 742-2984 or cathy.duran@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: March 25, 2015

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

Woman Who Discovered Pulsars to Speak at Texas Tech

Dame Jocelyn Bell Burnell was a doctoral student when she found the first evidence of pulsars, a type of neutron star.

WHAT: Dame Jocelyn Bell Burnell, an astrophysicist, will speak on “The Discovery of Pulsars.” It is free and open to the public and should be accessible to the general audience. No special scientific knowledge is necessary.

Pulsars are a type of neutron stars. Neutron stars are the dense, dead remnants of massive stars and have masses a little larger than the sun’s inside a region about the same size as Loop 289 around Lubbock.

WHEN: 5:30 p.m. Friday (March 27)

WHERE: Room 007, Science Building (northwest of Chemistry Building)

WHO: Burnell, who grew up in Northern Ireland and earned her bachelor’s degree from the University of Glasgow, was a doctoral student tracking quasars at the University of Cambridge when she noticed signals that were becoming brighter and fainter with a regular interval between the bright pulses, which could not be quasars. Further studies from Burnell and other scientists identified these objects as pulsars.

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CONTACT: Tom Maccarone, associate professor of physics, Department of Physics, College of Arts & Sciences, Texas Tech University, (806) 834-3760 or thomas.maccarone@ttu.edu



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: March 26, 2015

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

International Film Series Opens Voices of Israel Series Sunday “Waltz with Bashir” examines stories from the 1982 Lebanon invasion.

WHAT: Texas Tech University International Film Series opens the Voices of Israel Film Series with screening of “Waltz with Bashir.”

WHEN: 7 p.m. Sunday (March 29)

WHERE: Alamo Drafthouse Cinema, 120 W. Loop 289

EVENT: The Texas Tech International Film Series, Landmark Arts and the Texas Tech School of Art open their Voices of Israel Film Series with the screening of the Ari Folman film “Waltz with Bashir.”

In the movie, Folman interviews veterans, like himself, of the 1982 invasion of Lebanon to reconstruct his own memories of his service during the conflict. An animated documentary, it won a Golden Globe for Best Foreign Language Film and was nominated for an Academy Award for Best Foreign Language Film.

Rob Weiner, a Texas Tech librarian and pop culture guru will host a post-screening discussion.

Reserved seats are available through Alamo Drafthouse for \$5 and can be exchanged for \$5 worth of food/beverage vouchers for use inside the theatre.

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 26, 2015

CONTACT: Heidi Toth, heidi.toth@ttu.edu
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Texas Tech Graduate Student Wins International Affairs Fellowship

This is the first year Texas Tech students have been eligible for the prestigious DACOR Bacon House Foundation Fellowship.

A Texas Tech University master's student is the first Red Raider to win a prestigious fellowship for foreign affairs.

Melissa Langston, who is working on a master's degree in French, found out a few days after a trip to Washington, D.C., that she was receiving the fellowship from the [DACOR Bacon House Foundation](#), an organization of foreign affairs professionals. Every year the foundation gives 11 \$10,000 tuition-only fellowships to U.S. graduate students who are interested in a career in international service.

"I was a little bit nervous," Langston said. "But they were really friendly and interested in what I want to do with my life."

The fellowship is available only to students at 11 schools each year. Brett Alison Gold, DACOR's director of programs, said those universities include five in the Washington, D.C., area, which receive a fellowship every year, and six that change each year. This was Texas Tech's first year to be selected. Texas Tech alumni Phil Jones and Ambassador Tibor Nagy, both of whom are former career Foreign Service officers, facilitated Texas Tech's selection into the program.

The university may be selected as a sponsor university again, Gold said, but it will be after a minimum of five years.

Langston, who is from Amarillo, was one of three graduate students selected as finalists. She, Madison Hood of Athens, Georgia, and Casey Scarpati of Los Angeles spent two days in Washington, D.C., in early March, sightseeing and interviewing with the education committee.

They were selected by a committee from the Texas Tech Graduate School. Professors nominated students, who had to submit an essay and a letter from their nominating professor, and a committee narrowed it down to three finalists. Hood is studying political science, and Scarpati is studying Southeast Asia studies.

Langston said the DACOR Bacon education committee appeared impressed with the project she presented – an initiative that would create workshops to teach African women trades and tools to help them be more economically independent.

“It would close the economic and scholastic gaps that are present in West Africa at the moment,” she said. “There’s a lot of work to be done.”

Although Texas Tech students will not be eligible for this fellowship until the university is selected again, its initial selection shows how broad the university’s reach is throughout the nation and the world, officials say.

“Texas Tech is honored to be selected for a prestigious DACOR Bacon House fellowship, which is one more indication of the university’s growing global reputation,” said Mark Sheridan, vice provost for graduate and postdoctoral affairs and dean of the Graduate School. “We were extremely pleased to nominate three excellent candidates, and I knew the selection would be a difficult one. Melissa is an outstanding ambassador for Texas Tech and will benefit greatly from the award as she develops her vision of a career in public service.”

CONTACT: Melissa Langston, master’s student, Department of Classical and Modern Languages, College of Arts & Sciences, Texas Tech University,
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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 26, 2015

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

(806) 742-2136

Texas Tech to Host Faculty and Student Awards Breakfast Reception Saturday

Distinguished guests include President M. Duane Nellis and wife C. Ruthie Nellis.

Texas Tech University's [Texas Tech Parents Association](#) is hosting a Faculty and Student Awards Breakfast Reception on Saturday (March 28) at 8:30 a.m. at the International Cultural Center, 601 Indiana Ave.

The Texas Tech Parents Association recognizes and rewards students who excel in their studies and community initiatives and faculty who move Texas Tech toward excellence and are outstanding and well respected in their fields. Bella Karr Gerlich, the dean of libraries, will be the keynote speaker for this event.

Faculty Honorees:

- **Professor Brandon Weeks**, [Whitacre College of Engineering](#), Chemical Engineering – Spencer A. Wells Award for Creativity in Teaching
- **Associate Professor Susan Tomlinson**, [Honors College](#) – Spencer A. Wells Award for Creativity in Teaching
- **Professor Gary Elbow**, Honors College – Faculty Distinguished Leadership
- **Assistant Professor Michael Findlater**, [College of Arts & Sciences](#) – Hemphill Wells New Professor Excellence in Teaching
- **Professor Gregg McKenna**, STEM Disciplines, Whitacre College of Engineering, Horn Professor, Chemical Engineering – Bernie E. Rushing, Jr. Faculty Distinguished Research Award
- **Professor Christopher J. Smith**, Social Science Humanities Creative Arts Disciplines, [College of Visual & Performing Arts](#) – Bernie E. Rushing, Jr. Faculty Distinguished Research Award

Student Honorees:

- **Savanna Allen** – [Agricultural Sciences & Natural Resources](#)
- **Shelby Winn** – [Allied Health Sciences](#)
- **Brooke Walterscheid** – Arts & Sciences
- **Brian Moreno** – [Education](#)
- **Stacy Philip** – Honors College
- **Omar Roman** – [Human Sciences](#)
- **Julie Davis** – [School of Law](#)
- **Hanna Allred** – [Media & Communication](#)
- **Emily Latham** – [Rawls College of Business](#)

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- **Ryan Bratton** – Whitacre College of Engineering

The Spencer A. Wells Award for Creativity in Teaching was established in 1966 and honors a professor who demonstrates exceptional creativity in his/her approach to excellence in teaching, as attested to by students, faculty and administrators, by making more effective use of the university as an educational force in the lives and training of his/her students.

The Hemphill-Wells New Professor Excellence in Teaching Award was established in 1973 and honors a member of the faculty of no more than four years, who has demonstrated exceptional teaching ability as attested by his/her students, fellow faculty members and administrators.

The Barnie E. Rushing, Jr. Faculty Distinguished Research Award was established in 1976 and honors outstanding research, excellence in scholarship and creative activity.

The Faculty Distinguished Leadership Award was established in 1986 and honors a faculty member who demonstrated distinguished service on committees, boards and councils and outstanding leadership, which propels the university's pursuit of excellence.

The Student Achievement Citizenship Awards was established in 1974 and honors one student in each of the academic colleges for superior achievement in both scholarship and service to the community.

Distinguished guests attending include President M. Duane Nellis and wife, C. Ruthie Nellis; Lawrence Schovanec, provost, senior vice president Academic Affairs; Robert V. Duncan, senior vice president for research; Juan Sanchez Munoz, senior vice president for Institutional Diversity, Equity and Community; Cathy Duran, associate vice provost, dean of students; Bella Karr Gerlich, dean of libraries; and Holden Westbrook, student government president.

The Texas Tech Parents Association Board of Directors include Kathy Burner, Jose Caussade, Monica Beatty, Ben Kohnle, Leigh Lowe, Steve Burres, Ronda Spraggins and Joyce Zachman.

CONTACT: Joyce Zachman, executive director, Texas Tech Parents Association, Texas Tech University, (281) 703-7327 or joyce.zachman@texastechparents.org.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 26, 2015

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

Texas Tech to Host Student Mapathon and USAID GeoCenter Director Speaker Carrie Stokes serves as the first geographer of USAID.

Carrie Stokes, director and founder of the [United States Agency for International Development's \(USAID\) GeoCenter](#), will visit Texas Tech University to present "The Geographic Approach to Development" on Friday (March 27) and host a Mapathon for students where they will map spatial data for an actual USAID project on food security in Bangladesh.

Stokes' presentation will take place from 3-4 p.m. in Room 001 of the Education Building and the Mapathon will take place from 5-8 p.m. in Room 204 of Holden Hall. Refreshments will follow the presentation.

"We're really trying to link the creative energy that students have here at your university with the creative energy that students have in the developing world," Stokes said. "In particular we've partnered with Khulna University which is in the country of Bangladesh. And together we plan to map an unmapped rural farming area of that country."

During the Mapathon, students also will participate in a Google Hangout session with students from George Washington University who served as emergency volunteers and [mapped the area in the Philippines in the days prior to landfall of Typhoon Haiyan](#) in 2013. Their work was used by the [American Red Cross](#) in the humanitarian aftermath. Students will receive a training session on mapping tasks and pizza and soda will be provided. Students from any discipline are welcome to attend and are encouraged to bring their laptops.

"Having the map data allows us to understand where we need to be working in improving agricultural programs," Stokes said. "We're very much looking forward to having what we call a virtual partnership between students here and students on the other side of the world to create new data so that we can make better decisions."

In her presentation, Stokes will share more about her vision for the [GeoCenter](#), explain how they do what they do and provide examples about the power of a geographic approach to development. Projects showcased range from understanding climate vulnerability, mapping health services in Africa, countering human trafficking in Southeast Asia and understanding child migration from Latin America.

Stokes has worked for more than 25 years in international development and the environment. She serves as the first geographer of USAID. She established and now directs the agency's GeoCenter, which applies geographic analysis to international development programming.

Prior to becoming the agency geographer, Stokes served as the director of the [SERVIR program](#) for USAID, in a joint venture with [NASA](#). Stokes has a technical background in Geographic Information Systems (GIS), global climate change and natural resource management. She served as a U.S. Peace Corps volunteer in Niger and West Africa and holds a master's degree in environmental science from the School of Public and Environmental Affairs at Indiana University.

USAID's GeoCenter is an agency-wide resource to expand and institutionalize the use of geospatial tools and analysis in support of development goals. The GeoCenter enhances USAID's capacity in strategic planning, program design, monitoring and evaluation by providing guidance, technical assistance and resources through the powerful tools of spatial analysis and GIS.

This event is organized by the [Texas Tech University Office of the Vice President for Research](#), [College of Arts & Sciences](#), [Center for Geospatial Technology](#) and [The Department of Geosciences](#).

CONTACT: Patricia Solis, senior research associate, Research Development Team, Texas Tech University, (469) 200-9093 or patricia.solis@ttu.edu.



Expert Pitch

FOR IMMEDIATE RELEASE

DATE: March 26, 2015

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

Wind Research Experts Available to Discuss Deadly Tornado Outbreak

The 2015 tornado season roared to life Wednesday when a funnel touched down in Moore, Oklahoma, the same region devastated by an EF5 tornado in May 2013. No fatalities were reported in Moore, however one person died in another tornado that hit Sand Springs, west of Tulsa. Preliminary estimates indicate eight twisters were reported from Oklahoma City to northwestern Arkansas.

Texas Tech University is home to the [National Wind Institute](#), which leads the nation in wind research. The department was born 45 years ago after an F5 tornado killed 26 people and destroyed portions of downtown Lubbock. Faculty representing the university's civil engineering department and atmospheric sciences group collaborated on solutions what could be done to minimize the effects of severe wind events such as tornadoes and hurricanes on lives and structures.

NWI combines the former Wind Science and Engineering (WiSE) research center, which created the first doctorate in wind science and engineering, with the Texas Wind Energy Institute (TWEI), creator of the only Bachelor of Science degree in wind energy. NWI strengthens the university's interdisciplinary approach to all things wind.

Through NWI, scientists and engineers have collected one of the country's largest repositories of wind data and helped develop the Enhanced Fujita Scale, implemented in 2007 by the National Weather Service.

[Christopher Weiss](#), associate professor of atmospheric science, has researched the genesis and low-level wind structure of tornadoes for more than a decade. He also maintains a research interest in the processes responsible for the generation of the parent thunderstorms. He can speak to the current scientific understanding regarding why tornadoes form and intensify, as well as how the structure of the tornado relates to the observed damage seen on the ground. He can be reached at (806) 834-4712 or chris.weiss@ttu.edu.

[Ernst Kiesling](#), research professor, executive director of the National Storm Shelter Association, and executive director of NWI Debris Impact Facility, can speak on the construction and use of residential and community shelters. Kiesling has more than 35 years of experience in the field documenting storm damage, writing performance

-more-

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standards for safe rooms, and verifying compliance of safe rooms with those standards. He can be reached at (806) 834-1931 or ernst.kiesling@ttu.edu.

Larry Tanner, research assistant professor and manager of NWI Debris Impact Facility, has years of field experience studying tornado damage and debris. Tanner's research of approximately 400 manufactured homes damaged by a 2005 tornado that killed 22 people in Evansville, Indiana, prompted new standards for mobile home installation in the region. Tanner can be reached at (806) 834-2320 or larry.tanner@ttu.edu.

Watch the debris impact cannon here: <https://www.youtube.com/watch?v=Pot7UI5SLb8>.

Darryl James, professor in the Department of Mechanical Engineering and WiSE associate, and his team spent more than a year and a half building a tornado simulator at Reese Center. The device, known as VorTECH, simulates tornadic winds in the mid-EF3 range or less, in an effort to understand how tornadoes do their damage. James can be reached at (806) 834-3386 or darryl.james@ttu.edu.

Watch VorTECH at work here: http://www.youtube.com/watch?v=w_yLLAus75o.

Daan Liang, associate professor of construction engineering technology at Texas Tech and interim director of NWI, has studied with various probability models how the construction of buildings affects their vulnerability against severe windstorms. Recently, his research is focused on the advancement of remote sensing technology in documenting and assessing wind damages to residential structures. Liang can be reached at (806) 834-0383 or daan.liang@ttu.edu.

John Schroeder, professor of atmospheric sciences, brings extensive experience in wind flow characterization and atmospheric measurements, including directing Texas Tech's hurricane research program and West Texas Mesonet. Schroeder can be reached at (806) 834-5678 or john.schroeder@ttu.edu.

Bradley Ewing, professor of operations management in the Rawls College of Business, has studied the economic impact of hurricanes and tornadoes for more than a decade. He can speak to the impact of hurricanes and tornadoes in cities like Oklahoma City; Corpus Christi; Wilmington, North Carolina; Miami; and Nashville, Tennessee. Ewing can be reached at (806) 834-3939 or bradley.ewing@ttu.edu.

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Expert Pitch

FOR IMMEDIATE RELEASE

DATE: March 27, 2015

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

In Cancer Fight, Angelina Jolie Makes Case for Fluidity in Feminine Ideal

Actress and activist Angelina Jolie has made statements about nontraditional femininity while discussing the extreme measures she has taken to reduce her cancer risk. “I do not feel any less of a woman. I feel empowered that I made a strong choice that in no way diminishes my femininity,” she wrote in a New York Times op-ed on [May 14, 2013](#), after her double mastectomy.

“I feel feminine and grounded in the choices I am making for myself and my family,” she reiterated [Tuesday](#), writing about the removal of her ovaries and fallopian tubes.

Jolie likely reiterated her continued femininity, said [Elizabeth Sharp](#), a human development and family studies professor at Texas Tech University, because society defines femininity in a narrow way and even in 2015 does not fully embrace women who don’t conform. Sharp has conducted studies on women who choose not to get married and/or have children and the societal backlash, both large and small, against this defiance of traditional feminine expectations.

Other research includes feminist family studies research, the desire for U.S. college women to appear perfect to their peers and single women’s perceptions of their environment.

Expert

Elizabeth Sharp, associate professor of human development and family studies, (806) 834-8652 or elizabeth.sharp@ttu.edu

Talking Points

- Angelina Jolie’s case illustrates a few important ideas:
 1. Femininity cannot be reduced to body parts.
 2. She is exposing how precarious societal categories of gender are.
 3. She is showing how unimportant biological characteristics are in determining femininity and womanhood.
 4. Physical attributes may or may not reflect one’s sense of gender identity.
- “I love that Angelina is speaking out and disrupting restricted ideas about femininity circulating in society.”

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: March 27, 2015

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

School of Law's Diversity Week Keynote Speaker Rescheduled for April 28

The speech was postponed due to inclement weather.

- WHAT:** Texas Tech University's School of Law reschedules Diversity Week keynote speaker Anthony Graves
- WHEN:** Noon-1 p.m. Tuesday (April 28)
- WHERE:** Texas Tech University School of Law's Lanier Auditorium, 1802 Hartford Ave., Lubbock
- EVENT:** Anthony Graves, who was wrongfully convicted of murder in 1992 and spent 18 years on death row before being exonerated, will share his powerful story as part of the School of Law's Diversity Week.

Graves was originally scheduled to speak on March 5, but it was postponed due to inclement winter weather.

Graves' speech is open to the public.

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

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 27, 2015

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

Texas Tech Chess Heads to Final Four in New York

The Knight Raiders will play for the highest title in the nation.

Texas Tech University's chess team, the Knight Raiders, are on their way to New York City for the Final Four of Chess to take on three other universities for the highest title in the nation.

This is the second year Texas Tech has qualified for this prestigious tournament.

Taking on Webster University, the University of Texas-Dallas and the University of Maryland-Baltimore County, the Chess Program's director, Al Lawrence says that the Knight Raiders are prepared for the tournament.

"We're all excited to be going to New York City once again to compete with the very best for the national championship," he said. "It shows that the hard work of students and staff has paid off. Coach Alex Onischuk and the team have trained many hours together to prepare for the challenge. For additional preparation, our team has traveled over spring break to top-level tournaments and have been very successful."

The Final Four of Chess begins this evening (March 27) at the historic New York Athletic Club and finishes on Sunday (March 29) with the final round and the crowning of the 2015 champion.

Texas Tech team members include International Grandmaster Yaroslav Zhrebukh, International Grandmaster Elshan Moradiabadi, International Master Andrei Gorovets, International Grandmaster Samy Shoker and Woman International Grandmaster Carla Heredia Serrano.

Last year, Texas Tech finished third behind reigning champion Webster University and the University of Maryland-Baltimore County.

To keep up with Texas Tech's standings at the Final Four tournament, follow them on [Facebook](#) or view daily coverage on Chessdom.com.

The Texas Tech University Chess program – part of the Division of Institutional Diversity, Equity and Community Engagement – offers outreach programs to more than a dozen area schools and can provide teaching materials and other assistance on request.

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

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 30, 2015

CONTACT: Sue Jones, sue.jones@ttu.edu

(806) 834-2646

National Ranching Heritage Center Hosts Inaugural Quailpalooza

With the quail being an important part of the South Plains ecosystem, children will have the opportunity to learn more about this bird.

Children 6-12 years old will have a hands-on opportunity to see how scientists study quail during the inaugural Quailpalooza from 1-3:30 p.m. April 18 at the [National Ranching Heritage Center](#) (NRHC) at Texas Tech University.

“For many ranchers, the northern bobwhite quail is a treasured rangeland inhabitant,” said Brad Dabbert, a Texas Tech University professor of natural resources management who will share his knowledge with some of the area’s youngest students. “Unfortunately, bobwhite populations are declining throughout their historic range in Texas.”

The NRHC will partner with the [Department of Natural Resources Management](#) at Texas Tech to host a hands-on educational presentation for children focusing on Northern Bobwhite Quail and the science behind studying this ecology.

Dabbert and Texas Tech graduate students will give participants the opportunity to see live adult quail and chicks, learn about thermal cameras and radiotelemetry, observe a quail nest and eggs, learn what quail eat and how scientists capture them, and see how scientists use cameras to study bobwhites and quail predators.

The program is free to NRHC Junior Roughriders and \$5 for non-members. Limited space is available. To register for the event, contact NRHC Director of Educational Programs Julie Hodges at (806) 742-0498 or julie.hodges@ttu.edu.

Supported by the Ranching Heritage Association and Texas Tech, the NRHC is a unique 27-acre museum and historical park offering educational programs and exhibits to promote interest in ranching history and contemporary ranching issues. Located at 3121 4th St., the center provides 49 authentic dwellings and ranch structures from some of the nation’s most historic ranches.

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CONTACT: Julie Hodges, director of education programs, National Ranching Heritage Center, Texas Tech University, (806) 742-0498 or julie.hodges@ttu.edu



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: March 30, 2015

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

President, Chief Executive Officer of Susan G. Komen® to speak at Texas Tech
Dr. Judith Salerno will speak at the university's International Cultural Center.

WHAT: "Why Pink Matters: Women and the Global Cancer Movement" by Judith Salerno

WHEN: Noon-1:30 p.m. Wednesday (April 1)

WHERE: Hall of Nations, International Cultural Center, Texas Tech University,
601 Indiana Ave.

Dr. Judith Salerno, M.D., M.S., president and chief executive officer of the Susan G. Komen® breast cancer foundation, will speak to Texas Tech University and the Lubbock community about women and the global cancer movement.

Her speech, titled "Why Pink Matters: Women and the Global Cancer Movement," will take place from noon to 1:30 p.m. Wednesday (April 1) at the Hall of Nations in the International Cultural Center.

As the president and chief executive officer of the foundation, Salerno is responsible for the day-to-day operation of the organization and setting the foundation's strategic vision. Salerno has experience in research, public health policy and community health. Before joining Susan G. Komen®, she was the Leonard D. Schaeffer Executive Officer of the Institute of Medicine (IOM) of the National Academies, serving as executive director and chief operating officer of the Institute.

Her speech will include the role organizations (like Susan G. Komen®) have in the mission to end the existence of breast cancer, the importance of leveraging local, domestic and global partnerships to educate and support women and men around the world and the critical research to help see the end of cancer.

The event, hosted by Texas Tech's [Women's Studies Program](#), [Office of the President](#), [Office of International Affairs](#) and the [Laura W. Bush Institute for Women's Health](#), is free and open to the public.

Susan G. Komen® is the world's largest breast cancer organization, dedicated to saving lives and ending breast cancer. The foundation educates, supports research, offers grants

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and also hosts the well-known Komen Race for the Cure® and the Susan G. Komen 3-Day®, a 60-mile walk completed in a three-day span.

For more information about Salerno and the Susan G. Komen foundation, please visit its website at <http://ww5.komen.org/AboutUs/MediaCenter.html>.

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CONTACT: Charlotte Dunham, director, Women's Studies Program, Texas Tech University, (806) 742-4335 or charlotte.dunham@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 30, 2015

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

Texas Tech Hosts Seventh Annual Undergraduate Research Conference

Jill Patterson is the keynote speaker for this event.

[Texas Tech University's Center for Active Learning and Undergraduate Engagement](#) will host the seventh annual [Undergraduate Research Conference \(URC\)](#) March 31-April 2. The event is one of the largest undergraduate research conferences in the region, featuring more than 200 undergraduate scholars from a variety of disciplines and more than 100 reviewers.

Events Tuesday (March 31) and Wednesday (April 1) include poster and oral presentations, performances and art exhibits, a mock trial presentation and a networking event featuring the work of William Westney. The conference concludes with the Undergraduate Research Spring Banquet at 6:30 p.m. Thursday (April 2), in the McKenzie-Merket Alumni Center with a keynote presentation, "Shake Up The World!" by Jill Patterson, professor of English and Texas Tech University Integrated Scholar.

"The Undergraduate Research Conference showcases the type of research and creative scholarship being performed by students all across the Texas Tech campus," said Erin Justyna, assistant director of the [Center for Active Learning and Undergraduate Engagement](#). "Undergraduate students are able to present their work and receive constructive feedback from graduate students, faculty and staff. The conference is often an undergraduate student's first opportunity to interact with scholars across many discipline areas and gain experience as a presenter in his or her respective field. As one of the largest undergraduate research conferences in the region, the event also attracts visiting undergraduate scholars from Lubbock Christian University to Zamorano University in Honduras."

For more information on the Center for Active Learning and Undergraduate Engagement and for a full schedule of conference events, visit <http://www.calue.ttu.edu>.

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

CONTACT: Erin Justyna, assistant director, Center for Active Learning and Undergraduate Engagement, Texas Tech University, (806) 742-1095 or erin.justyna@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: March 30, 2015

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

Texas Tech's Cheer, Pom Squads to Perform at United Supermarkets Arena

The two squads will perform their routines before the NCA and NDA Collegiate Cheer and Dance Championship in Florida.

WHAT: Texas Tech Spirit Program Nationals Showcase

WHEN: 7:30 p.m. Thursday (April 2)

WHERE: United Supermarkets Arena, Texas Tech University campus
1701 Indiana Ave.

Texas Tech University's cheer and pom squads will showcase their routines for the upcoming National Cheerleaders Association (NCA) and National Dance Association's (NDA) collegiate cheer/dance championships in Daytona Beach, Florida, April 10-12.

The teams will perform their routines at United Supermarkets Arena at 7:30 p.m. Thursday (April 2). The event is free and open to the public.

Last year, Texas Tech's cheerleading squad placed third and the pom squad placed third in the "open dance" category and fifth in the "hip-hop" category.

For more information about Texas Tech's Spirit Program, cheerleading and pom squads, please visit their website at www.spiritsquads.ttu.edu.

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CONTACT: Stephanie Rhode, director, Spirit Program, Texas Tech University,
(806) 742-5433 or stephanie.rhode@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 31, 2015

CONTACT: Norman Martin, norman.martin@ttu.edu.
(806) 834-6570

Equestrian Center Director Captures AQHA Championship

The event at the Houston Livestock Show and Rodeo showcased the skills of both the rider and the horse.

Kim Lindsey, the director of the Texas Tech University's Equestrian Center in the [College of Agricultural Sciences and Natural Resources](#), won the American Quarter Horse Association's Versatility Ranch Horse Amateur World Championship March 21.

Riding aboard her gelding Judys Ten, Lindsey outdistanced Shawn Holden from Vinton, Louisiana, and Jordan Willden from Coleman in the event, which was part of the 2015 Houston Livestock Show and Rodeo.

Program officials note the ranch horse competition demonstrates the athletic ability and versatility of the horse in five categories: ranch riding, ranch trail, ranch cutting, working ranch horse and ranch conformation. There are divisions for open, amateur, novice amateur and youth.

Lindsey, who joined Texas Tech's [Department of Animal and Food Sciences](#) in 2012, is the executive director of the Stock Horse of Texas Association. She is instrumental in managing the student, teaching and research programs housed at the [Texas Tech Equestrian Center](#), a 40-acre facility located roughly 10 miles from the university's main campus.

Texas Tech's equestrian center has a collection of facilities including two indoor arenas, six outdoor arenas and a 180-stall barn. A number of equine-related programs are based in the Department of Animal and Food Sciences. The equestrian, ranch horse, rodeo and horse judging teams and the [Therapeutic Riding Program](#) all use the center.

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CONTACT: Michael Orth, chairman, Department of Animal and Food Sciences, College of Agricultural Sciences and Natural Resources, Texas Tech University, (806) 742-2805 or michael.orth@ttu.edu.

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FOR IMMEDIATE RELEASE

DATE: March 31, 2015

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

International Film Series Schedules Next Two Francophone Series Screenings

The animated films highlight life's experiences.

- WHAT: The third and fourth screenings in the six-film Tournees Francophone Film Festival
- WHEN: Thursday (April 2) and Friday (April 3)
- WHERE: Room 169, Human Sciences Building, 15th Street and Akron Avenue
- EVENT: The Tournees Francophone Film Festival, sponsored by the Texas Tech International Film Series, FACE Foundation and the Texas Tech University [Department of Classical and Modern Language and Literatures](#), continues with the screening of the films "L'image manquante (The Missing Picture)" and Couleur de peau: miel (Approved for Adoption)."

"L'image manquante" will be screened at 7 p.m. on Thursday (April 2). Directed by Rithy Panh, this Claymation feature is an interpretation of one man's experiences during the Khmer Rouges reign in Cambodia during the late 1970s. During this time, Cambodians faced hideous abuses of power from their leaders, though all evidence of such abuse, including political propaganda, was destroyed.

"Couleur de peau: miel" is an animated memoir directed by Jung Laurent Boileau recounting his experiences as an orphan. Jung was born in Seoul, South Korea, and was eventually adopted by a large Belgian family. He then ventured back to South Korea to discover his roots and possibly reconnect with his mother.

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



News Release

FOR IMMEDIATE RELEASE

DATE: March 31, 2015

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

Knight Raiders Place Third at Final Four

Texas Tech's chess team played against top schools for the national championship.

Texas Tech University's chess team, the [Knight Raiders](#), placed third in the Final Four of Chess for the national collegiate championship this weekend in New York City.

This was the second straight year Texas Tech qualified for the prestigious tournament. They competed against Webster University, the University of Texas-Dallas and the University of Maryland-Baltimore County.

"Third place is a good result," said Alex Onischuk, the chess program's coach. "Our students fought well, but the other two teams played better chess at this event. It was a great experience for all of us."

Reigning champion Webster University took the title again this year with the UT-Dallas taking second and Maryland-Baltimore County taking fourth.

Texas Tech [team members](#) are International Grandmaster Yaroslav Zhrebukh, International Grandmaster Elshan Moradiabadi, International Master Andrei Gorovets, International Grandmaster Samy Shoker and Woman International Grandmaster Carla Heredia Serrano.

"Our players were well prepared by Coach Alex and kept a great team spirit," said Al Lawrence, program director of the chess program. "The other teams in the Final Four were very impressive as well. Being a part of the Final Four was an unforgettable experience and was well earned by our Texas Tech players."

The Texas Tech University Chess program – part of the [Division of Institutional Diversity, Equity and Community Engagement](#) – offers outreach programs to more than a dozen area schools and can provide teaching materials and other assistance upon request.

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

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



News Release

FOR IMMEDIATE RELEASE

DATE: March 31, 2015

CONTACT: Trevor Bell, trevor.bell@ttu.edu
(806) 834-4651

Lota Zoth Shares STEM Advice and Experience with Rawls Students

The 1982 graduate of the Rawls College of Business
gave her advice to STEM MBA hopefuls.

The [Rawls College of Business' STEM MBA](#) program welcomed Lota Zoth, CPA, to speak during the STEM MBA Speaker Series, sponsored by the [Texas Tech Alumni Association](#).

Approximately 25 STEM MBA students and several [Rawls College of Business](#) faculty and staff members attended Zoth's presentation, where she offered career advice and detailed her vast experience in STEM-related fields.

Throughout the presentation, Zoth, a 1982 Texas Tech accounting alumna, spoke about the core competencies she felt were pivotal for students who want to succeed in the science, technology, engineering and mathematics (STEM) industry. She later opened the floor to a question-and-answer session for students to learn more about her path to success.

"For me, whenever I was at Texas Tech, it was very rare for me to talk to anyone who wasn't an accountant," Zoth said. "By them hearing from someone who has STEM experience, I feel I was able to help students think about things differently as they go and start their careers. I wanted to share some of my insight and wisdom that I've learned throughout my career, which I hope will benefit them."

Zoth's 30-year career spans a variety of roles with Ernst & Young, PepsiCo, Sodexho and PSINet. Most recently, she served as CFO for MedImmune, a publicly traded biotechnology company, from 2004 to 2007.

Upon exiting the corporate world, Zoth became an active board member with several STEM-related companies. These companies include:

- Hyperion Therapeutics, a commercial-stage biopharmaceutical company committed to delivering life-changing treatments for orphan diseases
- Aeras, a nonprofit product development organization dedicated to the development of effective tuberculosis vaccines to prevent the disease across all age groups in an affordable and sustainable manner

- Orexigen Therapeutics, a biopharmaceutical company focused on the treatment of obesity
- NewLink Genetics, a biopharmaceutical company focused on discovering, developing and commercializing novel immunotherapeutic products to improve treatment options for patients with cancer
- Circassia Pharmaceuticals, a specialty biopharmaceutical company focused on the development and commercialization of a range of allergy immunotherapy product candidates.

“It was an honor to have Lota Zoth speak to our STEM MBA students.” said Mary Frances Weatherly, director of the Rawls College’s [Graduate and Professional Programs](#). “Her background and experience in industries from healthcare to biotech gave our students a clear example of how business and the STEM fields can intersect. Her outlook on how jobs will be emerging for students with a STEM and business background helps illustrate how our STEM MBA students will have an advantage in the marketplace.”

The speaker series occurs six times throughout the year and features STEM graduates who have succeeded in business. The STEM MBA program, which launched in the summer of 2014, is a master of business administration degree designed specifically for students with an undergraduate degree in a science, technology, engineering or mathematics discipline.

For more information about the program, visit the STEM MBA website or contact Mary Frances Weatherly at mary.weatherly@ttu.edu.

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CONTACT: Trevor Bell, social media manager and content developer, Communications and Marketing, Rawls College of Business, Texas Tech University, (806) 834-4651, or trevor.bell@ttu.edu.

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Web Only

Texas Tech Student Develops Diversity Video

Brionne Dunham created a video focusing on diversity.

By Emily Gardner

Texas Tech University freshman Brionne Dunham has always been interested in creating videos and was motivated to create a video involving diversity partially because of her own experiences.

In honor of black history and diversity, the media strategies major and women studies minor from Houston created a video called “One Race, Many Cultures, One Love.” It was completed at the beginning of March because Dunham said she wanted to remind people black history exists outside of February.

“The central theme is definitely unity because I feel like, as a school as a whole, we are socially segregated,” Dunham said. “If something doesn’t pertain to us or pertain to our race then we feel like we don’t have to participate or we feel like we shouldn’t participate. I think that is absurd because cultures are here for us to learn about them.”

Dunham’s parents taught her not to see race as a factor when forming relationships, she said, but it wasn’t until she witnessed and experienced discrimination herself that she wanted to discuss the topic the way she did.

“I think it was that buildup and seeing it happen, seeing everything on the news and dealing with cases such as Trayvon Martin, Tamir Rice and Mike Brown and just seeing the unfairness and thinking ‘Man, is this what my kids are going to live in?’” Dunham said. “It has a deeper meaning to me because I’m thinking generations ahead. This is not the type of world I want them to live in. I don’t even want to live in a world where we socially and politically segregate ourselves.”

The video was filmed throughout the month of February during Dunham’s free time. It incorporates both scheduled and random interviews from students, faculty, staff and administration and footage that showcases unity, such as people of different cultures walking, skateboarding or studying together. It also shows clips of the different events that happened throughout the month, including the African-American History Month Lecture Series. Anyone was able to participate.

As the video progressed, Dunham said she noticed it focused more on the lack of unity, which means the video represents what people struggle with in the world, where people come from and what their foundations are.

“The video really made me realize I have a job to do, and I need to bring about unity on campus in every way possible,” Dunham said. “This video is just the start of what is to come. I feel as though it is my purpose to change the world, but I need to start at the place I learn, sleep and interact with others. I want people to understand what is being said in this video and understand it’s coming from my heart.”

The next step for the video is expanding it into a documentary featuring a diverse population of people, Dunham said. She also wants to continue promoting diversity by creating other videos and documentaries. Through the project, Dunham learned to edit videos using iMovie and Final Cut Pro as well as enhancing camera skills.

“I’ve learned how to take initiative and go for what I want,” Dunham said. “At first I was so afraid to ask people for their participation and take chances. I learned you have to take chances in order to succeed.”

Dunham’s mentors for the project included Tricia Earl, unit coordinator and academic adviser for the women’s studies program, and Kim Burdine, a psychologist at the Student Counseling Center.

Earl, who is Dunham’s minor adviser, said through this project Dunham is recognizing how her major and minor intersect. Dunham also is seeing how her coursework applies to real-world situations and has the opportunity to see this interaction grow throughout her time at Texas Tech.

“I really see her taking that sentiment of let’s talk about this intersection of race, class and gender within a history component and let’s expand it throughout the whole year,” Earl said. “That’s the really nice thing when you start to work with a student early on, you get to see them grow, you get to see them manage their project or research in a way that helps them even in their coursework.”

Dunham will be screening her video at 6:30 p.m. Thursday (March 26) as part of Texas Tech’s [2015 Diversity Week](#). The screening is in the Escondido Theatre at the Student Union Building. A question-and-answer session about oppression, discrimination and solving diversity issues on campus will be held after the screening. The screening is supported by the [Student Counseling Center](#), Women of Color Discussion Group and the [Women’s Studies Program](#). For more information on the screening, contact Kim Burdine at kimberly.burdine@ttu.edu.

Student Spotlight Questions

Why did you choose Texas Tech?

“I chose Texas Tech because at first I was going to major in electrical engineering. That did not work out. I took the StrengthsQuest. I was focused more on my financial future than something I’d be happy doing, so when I came to Texas Tech that was the mindset I had. I looked into other colleges and was asked what I wanted to do, and I said ‘I like videos and documentaries,’ and that’s why I’m here now.”

What is your favorite memory at Texas Tech so far?



“I’ve had a lot of good memories so far. My favorite one would probably be the first football game. At the first football game my friends and I all sat together. It was just something about that day that made me happy. It was the first football game. We won the first football game. It was just spending time with my friends, and it made me realize why I’m in college.”

Who is your favorite professor? Why?

“My favorite one would probably have to be Katy Ballard, my introduction to women’s studies professor, mainly because I love women’s studies, but I love how she has us elaborate on certain issues and she’s always open to what we have to say.”

What is your favorite spot on campus?

“My favorite spot on campus honestly is the College of Media & Communication Building. That’s where the radio is, and I’m about to start radio training as well, that’s where three out of the five classes are. And they have labs in there with computers – I’m really techie. I just like being over there, I feel really artsy, I feel like I can be myself.”

What is your favorite Texas Tech tradition?

“I like when they put the red streamers around Will Rogers and Soapsuds. I like passing by that. It just shows we have a lot of pride in our school and that we have school spirit, and I like a school with school spirit.”

What do you love most about being a Red Raider?

“Everybody on campus is so friendly and really wants to help. I can’t name one time a person hasn’t held a door for me. The hospitality here is just different and that’s even when dealing with the faculty and administration. They really want to help you. And I know this because since I started this project, I’ve had nothing but complete support.”



Web Only

Benefit Corporations Could Change Approach of the Business Community

Research by a Texas Tech professor shows companies that focus on social enterprise can be just as profitable in the long term as regular corporations.

By George Watson

Answering to shareholders is one of the most pressure-packed, nerve-wracking parts of any job in the world of business. Profitability is obviously the main goal, and some companies are willing to do whatever it takes to make that happen.

Sometimes, with some companies, that may come at the expense of other aspects of the business, such as employees or social interests. But a professor in the Texas Tech University [Rawls College of Business](#) has performed research that shows ignoring social benefits doesn't always make a business more profitable.

In fact, what Andrea Romi, an assistant professor of accounting, has found is there are no differences between the short-term profitability of social entrepreneurial benefit corporations (B-corp) and other companies. More importantly, her research shows B-corps are more apt to produce greater long-term profitability than non-B-corps.

B-corps also aspire to higher standards of transparency and accountability and tend to be more innovative and forward-thinking in finding ways to meet social obligations while maintaining profitability.

“When companies first adopt their sustainability strategy, they face many questions about whether it’s actually good for a firm to use this approach,” Romi said. “But here is a group of firms that not only decided it is a good approach, but they believe that focusing on the customer, the employee and/or the environment can have long-term implications, benefitting them in terms of profit as well as having a social impact. You can do both.”

According to Romi’s research, a private, non profit organization called B-lab was created in 2007, providing structure for B-corps who were attempting to unify their message in hopes of radically impacting social change.

“They are the first set of firms to develop a group-oriented social entrepreneurial strategy while also attempting to change current regulations in order to avoid any potential harm from a legal perspective,” Romi said.

According to B-labs’ [website](#), B-corps are 55 percent more likely to cover at least part of the health insurance cost for employees, 45 percent more likely to give bonuses to non-executive members and 28 percent more likely to have women and minorities in management. They also are 47 percent more likely to use on-site renewable energy and

four times as likely to provide paid professional development opportunities than non-B-corps.

Examples of B-corps include clothing manufacturer Patagonia and baby and children's food maker Plum Organics.

"There is a lot of anecdotal evidence in addition to a variety of academic literature indicating the more a company focuses on employees, the more committed to the organization the employees become," Romi said. "Additionally, evidence suggests employees want to work for firms that are focused on social and environmental issues."

The areas a B-corp can choose to practice social enterprise are varied, Romi said, from focusing on creating great products for customers to focusing on employees, helping the environment or social issues. It's also important that B-corps clearly state in the company's charter what areas of social enterprise it will focus on in order to maintain transparency and accountability.

This is where accounting plays a pivotal role in not only determining the profitability of a company but in Romi's research in determining whether B-corps were more or less profitable than their non-socially impactful counterparts. Blended Value Accounting (BVA) shows not only what the company is doing to meet its financial goals, but also its social goals and provides the accountability and transparency necessary to improve performance.

"Without accounting to demonstrate how well a company performs in each area, we wouldn't be able to determine its impact or where operations continue to be profitable," Romi said. "Blended Value Accounting indicates a company's actual performance versus its intentions and how that company ranks from year to year between other organizations and within their industry."

With the help of BVA, Romi's research determined B-corps are financially similar in relation to other private, non-B-corp firms, and that past arguments claiming a focus on social issues decreases profitability are not necessarily accurate. In fact, the only significant difference between the two organizational models appears to be that B-corps have significantly better long-term revenue growth, leading her to believe B-corps may actually outperform non-B-corps.

Because B-corps are accountable to more than just a financial bottom line, companies are also forced to become more innovative and forward-thinking when solving problems. Not only are there monetary stakeholders, but also environmental or organizational stakeholders with significantly different expectations.

"Management must develop integrative thinking and determine the best ways to impact the different interests without changing the strategy of the business," Romi said. "Management must be responsive to those stakeholders but also remain profitable in the process."

Obviously, she said, there are hurdles to starting a company as a B-corp, the biggest being costs. But it could also be well worth it, her research showed.



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“There is substantial evidence indicating firms can implement a social strategy where the benefits outweigh the costs,” Romi said. “That certainly provides management more motivation to operate in ways they felt they couldn’t before.”

“The likelihood of mass adoption to this business form is only likely if the possibility of doing good (social outcomes) while doing well (profits) is possible.”



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Family and Consumer Sciences Taking Larger Role in Global Education

Two family and consumer science professors from Texas Tech are in Malta this week for the annual convention of FCS educators.

By Heidi Toth

As the demand for family and consumer science classes increases in secondary schools throughout the nation, more and more schools are cutting back on those very classes.

The reason is simple: there are not enough teachers to fill the need.

“The demand for courses is very high, especially here in Texas, so much that we have an exacerbated shortage,” said Karen Alexander, the program director for Texas Tech University’s [Family and Consumer Sciences Education \(FCS\) Program](#).

Schools are focusing more on life skills, including personal financial planning, nutrition and child development and career-oriented classes, like culinary arts, interior design, teaching and mental health counseling, which fits into the FCS collection of literacies.

“When you’re teaching young people about essential life skills, hopefully you’re teaching them to become well-equipped to change their lives,” Alexander said.

Alexander and fellow FCS professor Roxie Godfrey are in Malta, a small island nation off the coast of Italy, for the International Federation for Home Economics annual meeting, which takes place around World Home Economics Day on March 20. They’re presenting research on integrating technology into home economics education and sharing ideas with their peers from throughout the world.

Globally, the profession is still called home economics. In the early 1990s, programs in the United States changed to FCS to highlight the scientific nature of the profession and that the skills being taught are necessary life skills for all people. These include budgeting, nutrition, human development, relationships and much more.

“In our classes you need to know it because it’s life,” Alexander said.

Changing perceptions

FCS is based in physical and social sciences. Ellen Swallow Richards, the founder of the profession, was a trained chemist at the Massachusetts Institute of Technology and the first to apply chemistry to nutrition.

A century ago home economics was a ticket to higher education for many women, and one of the first majors at Texas Tech. Students with a home economics degree had as much science as a high school science teacher.

“One of the other things you need to remember is that in the time period when the profession was founded, there really were not a lot of occupational opportunities for women,” Alexander said. “There were not even educational opportunities for women.”

In the 1950s, the perception around family and consumer sciences shifted. For many, it was seen as a degree for women who wanted to go to college, get married and stay home. They needed skills to feed and clothe their families and raise their children.

While those skills have always been taught in home economics – a family and consumer sciences degree today includes food and nutrition, child development, textiles and much more – it is the knowledge of real life, Alexander said.

The profession also is attracting more men. While the secondary school classes are divided fairly evenly between boys and girls, Alexander said traditionally women leaned more toward FCS than men. In recent years more men are enrolling in collegiate programs. She has a master’s student in the program now who was a middle school football coach who wanted to teach FCS courses.

“He felt so strongly that there were a lot of kids who needed a male role model who took an interest in these areas and modeled good parenting practices, communication and healthy eating,” she said. “It’s always interesting to say we’ve got a guy out there who teaches FCS and is one of the district’s football coaches. That kind of catches people off guard sometimes because they don’t necessarily think about that.”

Reaching the rest of the world

The presentation Alexander and Godfrey are giving in Malta relates to the use of technology in FCS education. Godfrey’s research looks into how mobile technologies are used in secondary and tertiary programs throughout the world. Identifying attitudes and perceptions of technology use by FCS educators worldwide can help understand advantages and barriers to integrating mobile technologies in the FCS curriculum.

Godfrey became interested in mobile technologies simultaneously with her interest in global FCS education and found the two went well together. She asked educators from other countries how they used technology and got answers ranging from not using it at all to not knowing how to integrate technology in their classes.

She describes mobile technologies as an education tool that can build collaboration among students, enhance communication skills, expand problem solving and develop creative thinking skills.

Godfrey, a student teacher supervisor, uses mobile technologies in her courses and recently observed one of her student teachers using social media in a learning activity for analyzing the importance of marketing in a fashion design class. In groups, the assignment was to develop a one-minute message for a particular brand using a particular social media. Each group presented their message to the rest of the class, with the explanation of why the message was developed and how effective they thought it would be. At the end of class, the students realized the importance of the one-minute message using social media in marketing.



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“There are so many things we can do with technology,” Godfrey said.

She plans to develop FCS mobile learning curriculum with project-based learning and share with teachers and administrators the importance of how FCS and mobile technologies go hand in hand.

“These are educational tools, they’re not just mobile phones,” Godfrey said. “There are so many ways to use these in our FCS classrooms.”



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Getting to Know Texas Tech Chess: The 2015 Final Four Team

Five players from the university's chess program prove hard work and skill pays off as they head to the Final Four of Chess in New York City.

By K'Leigh Sims

Texas Tech University's chess team, the Knight Raiders, is well known for its tough competition and strategy when it comes to playing a good game of chess.

As the Knight Raiders head to the Final Four of Chess in New York City this weekend, five of the team members have prepared for this competition since they won the state co-championship at the [Pan-American Intercollegiate Team Chess Championship](#) in December.

By practicing against their coach Alex Onischuk, an international grandmaster and top 100 player in the world, each team member is determined to come back to Raiderland with a first-place trophy.

Yaroslav Zhrebukh

Classification/Major: Sophomore/finance

Hometown: Lviv, Ukraine

Chess Ranking: International Grandmaster

Years of Experience: 15 years

What do you look forward to at the Final Four?

– Taking a look at New York, but more importantly winning first place.

How do you prepare for chess competitions?

– I work on chess in every aspect and play at least a minimum of five hours a day.

What is it that you love about chess?

– It's the competition that keeps me in the game. I like winning and beating people in chess. When you win once, it's addictive. You want to keep winning. The other part about it is that it opens up opportunities like scholarships and being able to travel around the world and places with people from other countries.

What is your favorite thing about Texas Tech's chess program?

– I really like the chess program here. Chess-wise, it's the quality of the program, their support and how much our directors and coach help us out, both with school and chess.

Elshan Moradiabadi

Classification/Major: Doctoral student/management information systems

Hometown: Tehran, Iran

Chess Ranking: International Grandmaster

Years of Experience: 20 years

What do you look forward to at the Final Four?

– Well, I have played twice before in the Final Four, and I really look forward to winning, as I have in the past when I've played in this competition.

How do you prepare for chess competitions?

– We have weekly training with coach Onischuk and we play individually. I play on a daily basis.

What is it that you love about chess?

– It's a long game, and I like it. There's a lot of strategy and you have to adapt to how the game is going. It's kind of like a football coach coaching a game. Whenever the game changes, you have to find new ways to win. It's a gradual improvement and that's the beauty of the game.

What is your favorite thing about Texas Tech's chess program?

– We have a good director, a good coach and strong players. You see other teams from schools with great rivalries against each other, and we are competitive with each other. But I think what sets us apart is when it comes to our scores as a whole, we always do what's best for the team.

Andrei Gorovets

Classification/Major: Graduate student/interdisciplinary studies

Hometown: Vitebsk, Belarus

Chess Ranking: International Master

Years of Experience: 20 years

What do you look forward to at the Final Four?

– I'm looking forward to doing the best I can do at the Final Four.

How do you prepare for chess competitions?

– I practice playing about four hours every day to help me prepare.

What is it that you love about chess?

– Personally, it's a lot of fun, and I am very excited when I get to play chess. I and the other players from Texas Tech will do the best we can to win.

What is your favorite thing about Texas Tech's chess program?

– The people. I really enjoy having so many friends within the Texas Tech Chess program.

Samy Shoker

Classification/Major: Graduate student/French



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Hometown: Paris, France

Chess Ranking: International Grandmaster

Years of Experience: 22 years

What do you look forward to at the Final Four?

– I'm looking forward to winning this tournament. It will be difficult, but we have a good chance to win.

How do you prepare for chess competitions?

– As a team, we prepare by playing other colleges, and it helps us because we are able to know and understand how these other teams play. Personally, I play against my team members, coach Alex Onischuk or online.

What is it that you love about chess?

– I find it exciting. I'm used to playing this game, and it's something I just really enjoy. It's difficult to say just one thing; it's the game, the community and a lot of other things in the chess world.

What is your favorite thing about Texas Tech's chess program?

– We all play for the same team, we all have the same spirit, and I feel like I'm a part of a family in the university community. We also have the chance to participate in many activities and also play against many different people from around the world.

Carla Heredia Serrano

Classification/Major: Sophomore/psychology

Hometown: Quito, Ecuador

Chess Ranking: Woman International Grandmaster

Years of Experience: 15 years

What do you look forward to at the Final Four?

– This is the first time I'm going with our A team. I'm looking forward to bringing back the first-place trophy to Texas Tech, have a great experience with my teammates and just experience the Final Four for the first time.

How do you prepare for chess competitions?

– I play against coach Onischuk and other team members so I can try to get more experience with the grandmasters to help me improve. I play chess every day.

What is it that you love about chess?

– I love that it's a very competitive sport, and it's all about the mind and strategy.

What is your favorite thing about Texas Tech's chess program?

– With me being a woman, Texas Tech allows me to be a part of every aspect of chess and not be restricted in an environment consisting mostly of men. I also love that our team is always playing in tournaments.

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KTTZ Augments National Cancer Documentary with Local Touch

The television station won a grant to showcase local cancer stories.

By Emily Gardner

It started with an opportunity to create local content related to Ken Burns' nationwide documentary, "Cancer: The Emperor of All Maladies." It turned into "[Life. Hope. Courage: Stories of Cancer](#)," a documentary chronicling people of the South Plains' cancer journeys created by [Texas Tech University System Public Media](#).

Robert Giovannetti, managing director of KTTZ, and Paul Hunton, production director of KTTZ, crafted the application for the grant provided by the Washington PBS station, WETA, that asked for local stations to create programming related to Burns' documentary. The grant was funded by the Corporation for Public Broadcasting.

The KTTZ documentary premiered Tuesday (March 24) and was followed by a sneak preview of Burns' documentary.

"The finished product is very powerful and moving," Giovannetti said. "We've all been touched in some way by cancer and to watch the stories of these survivors is extremely meaningful. You are left realizing we can win this fight against cancer, and these people are walking proof. It's a very uplifting program."

Hunton said the application process took about three months: one or two writing the grant, and a month to find out whether the application was accepted. Pre-production for the documentary began in October and shooting began in January. The documentary featured members of Texas Tech in the [College of Media & Communication](#), [Health Sciences Center](#), Lubbock and South Plains communities, including Todd Chambers, associate dean for undergraduate affairs, and Kathy Oaks, senior market manager for Community Engagement at the Lubbock location of the American Cancer Society (ACS).

Hunton said creation of the documentary was a team effort, involving everyone at the station from the underwriting team to the marketing and production teams. Giovannetti was the executive producer of the documentary, Hunton wrote and directed it and Regan Doyal was assistant director.

"When you watch the documentary you get a very real sense of what our station can contribute to our community," Giovannetti said. "Part of our mission is to educate, innovate and inspire. Our local program accomplishes these collective goals. We were able to put faces to real life stories about not only how cancer has impacted our community but also explore those dedicated professionals who are working to end cancer. Programs like this are what we should be doing as a public television station."

Chambers, who is 10 years from diagnosis and treatment for Stage VI Squamous Cell Carcinoma, said he was happy to help Hunton and Giovannetti with the documentary. Chambers, along with his wife, Barbie, and his two daughters, were interviewed for the project.

For Chambers, the documentary serves as a way to encourage people not to become complacent. He said there is a need for more prevention, research and knowledge of cancer, citing American Cancer Society [statistics](#) stating that 1.6 million people will be diagnosed with cancer and about 600,000 people will die because of cancer in 2015.

“For me, the documentary means another step in changing the way we think about cancer, its treatment and the hope that comes from knowing more,” Chambers said. “Ten years ago, I felt I was getting the best treatment around. Because of research and knowledge, the treatments I had have been improved.

“My hope is that this documentary reignites the conversation about cancer and what is needed to get us to the point where it doesn’t exist anymore. I want my daughters to live in a world where no one ever has to hear the words ‘I’m sorry but you have cancer again.’”

Oaks’ role in the documentary was a little different. She helped coordinate the stories of community members in the film and provided background information as reference material for the film. She also helped KTTZ gain access to local programs, events and partnerships in the community, including Hope Lodge.

The ACS also is a sponsor of the documentary “Cancer: The Emperor of All Maladies.” Oaks read the book of the same name a couple years ago and said it opened her eyes, both personally and professionally, to the ways cancer is fought.

The documentary also resonates personally with Oaks, who lost her mother-in-law to cancer four months ago.

“When Paul Hunton asked for our help, I jumped in with both feet,” Oaks said. “I have so many friends and loved ones who have battled cancer, and I just think it is so important to show the faces of cancer in our community. We have made and are making such progress in the fight against cancer, but I truly believe it will take an army of donors, volunteers, researchers and supporters for us to finish the fight once and for all.”

“Life. Hope. Courage: Stories of Cancer” will air twice more, once at 7:30 p.m. tonight (March 26) and again at 7:30 p.m. April 2. Both will be aired on Channel 5 and kttz.org.



Web Only

Mentor, Teacher, Grandpa: Remembering Robert Wernsman

Robert Wernsman, who taught newswriting at Texas Tech for 20 years, died Sunday.

By Heidi Toth

In 1992, a hardened, grizzled reporter drove 500 miles from Huntsville to Lubbock to interview at Texas Tech University. The veteran newspaper man, tired of the rat race, wanted to get a doctorate in fine arts and work in theater.

When he arrived, he found the person in charge of his program was out of the office and met instead with the assistant dean of the Graduate School. The two chatted in her office in the basement of Holden Hall. Months later, Robert and Marijane Wernsman married in the building's courtyard and remain the only couple to exchange vows in that spot.

"He said that's what he was looking at when he was talking to me," Marijane said. "He could see it over my shoulder."

Robert Wernsman, who taught newswriting at Texas Tech for 20 years, died Sunday. He'd been undergoing treatment for brain tumors for several months. He was 61.

Marijane, who is the assistant dean for student affairs in the [College of Media & Communication](#), had to pause while considering her favorite moments with her husband. Between the two of them they had four children and 12 grandchildren, with a 13th on the way. While others shared memories of the classroom and the office, her best memories are spending time with their family.

"He was the best grandpa in the world," she said.

Not an easy A

Every student who's taken newswriting has a Robert Wernsman story. For some, it was the first time they failed an assignment. For others, it was arguing right, wrong and where pirated music fell on that spectrum (wrong). Most still have pet peeves related to Associated Press style rules and a tiny ball of fear that misspelling a name will lead to disaster.

"Before crossing the stage at graduation, I remember telling him he was the only professor that made a lasting impression on me. I meant it," said Beth Phillips, a Texas Tech journalism alumna who took newswriting in the early 2000s. "Although I don't work in journalism anymore, there's not a day that goes by where I don't remember and use something he taught me."

Travis Cram, who graduated almost a decade ago, said he still has notes and tests from his newswriting class, which he uses as a reference to make sure he's following the rules. He

remembers asking Wernsman for a letter of recommendation to work at the college newspaper.

“He said he would something, but only if I agreed to write news, not sports, at least starting out,” Cram said. “I asked why, and he told me it would be the best way to begin a reporting career, making sure I developed the right writing style the correct way.

“I loved it, and he was right, of course, about everything.”

Jaime Aguilar was a photographer majoring in art when he took Wernsman’s principles of journalism class. He stuck with photography, but switched his major to photojournalism.

“He really empowered me and gave me the confidence to tell stories not only with my photos but with writing and looking into issues and my subjects more to get their stories – stories that mattered,” Aguilar said.

Alumnus David Wiechmann remembered a lesson on the importance of paying attention to detail. Wernsman hung an American flag in the corner of the room but said nothing about it, discreetly removing it as he handed out a quiz. The bonus question on that quiz: “How many stars were on the American flag that was in the front of the room?” The answer, which only Wiechmann got correct: 49.

“He had an ability to motivate students like no teacher I ever had, and he was able to push the ones who could hack it to new levels,” Wiechmann said. “He had unique ways of getting his point across, which made his lessons more memorable. His attention to detail helped me be a better reporter and writer.”

Alumna Glenys Young, who took two classes from Wernsman in 2006, remembered seeing a driver pass Wernsman on the street and wave, to which the gray-haired instructor responded, “Word.” Another memory stood out more, though.

“In his principles of journalism class one day, he was walking back and forth in front of the students as he talked, as usual, when suddenly he began loosening, then untying, his tie,” she said. “Then he unbuttoned his dress shirt and untucked it, the whole time continuing his lecture as if nothing was happening. All the students were looking around at one another, uncertain if we were about to see Mr. Wernsman get naked. And then he ripped open his shirt to reveal a ‘Censorship sucks’ undershirt.”

‘An institution’

Aleesa Ross, the director of the [Center for Student Success, Outreach & Engagement](#) in the College of Media & Communication, took the first newswriting class Robert Wernsman taught in 1995. It’s been 20 years, she said, and she still uses the principles he taught her. When she returned to Texas Tech about a decade ago, she had a better view of just how much Wernsman helped students learn newswriting, she said.

“He shared his love of and passion for journalism with too many students to count, and the mark he left on them is noticeable,” Ross said. “People were changed for the better because of their encounters with him. He taught students to believe in themselves and in their abilities, to be better writers and to be outstanding journalists.”



Robert Peaslee, the interim chairman of the Department of Journalism and Electronic Media & Communications, said he learned from Robert Wernsman alongside the students.

“It’s difficult to communicate effectively the depth of loss we’ve experienced with the passing of Robert Wernsman,” he said. “He was that rarest of combinations: a master teacher with an uncompromising expectation of one’s best work who also cared deeply about his students and colleagues. I’m exponentially better as a teacher, as a colleague and as a person for having worked alongside him for the past several years, and I hope to have even a tenth of the impact he’s had on student success over the past two decades.”

Roger Saathoff, an associate professor of journalism, said his first conversation with Robert Wernsman centered on whether a theatre doctoral student was a good hire for a journalism program. He allowed himself to be persuaded and has not been sorry.

“I have had many conversations with Robert over the years,” he said. “A lot were about family and friends. It was so obvious how much he loved his kids and grandkids. Some were about work, and what is right, what is wrong with the professional of journalism. Mostly it was about how it has changed in the last few decades.

“Those conversations almost always ended up with a question about whether I had a certain student in class yet, because when I did get that student in editing, he’d tell me, I was going to be really impressed. He was always thinking about the students.”

The students never forget that either, colleagues said.

“Robert Wernsman was an institution within the college and Texas Tech,” said David Perlmutter, dean of the College of Media & Communication. “I have met hundreds of alumni who spontaneously told me they are better writers and thinkers because of taking a class with Professor Wernsman.”

Robert’s legacy

Marijane Wernsman still remembers the instant connection they had in her basement office. Every day was a blessing, she said. For much of his teaching career they worked in the same building and even taught many of the same students. She saw the same passion in his teaching as she did in that first conversation.

“Everything he did in his life he did full speed – total commitment,” she said. “If he did something he put his heart into it, and he just had passion in everything he did in his life. He was the most decent, honest, upright person I’ve ever met in my life.”

He asked the same of his students.

“His lessons were not just about journalism,” Kate Ozment, who is now a doctoral student at Texas A&M, said. “He taught you to search for the truth – passionately, tirelessly,

methodically and critically. He put responsibility on us to find right and wrong in even the littlest situations, like whether to take a bottle of water from a source.

“I teach writing now to freshmen, and every year I ask myself if I am living up to the standards for teaching that he set for me. Not once have I said ‘yes’ to myself, but he always inspires me to keep trying.”

Those are the questions Robert Wernsman wanted his students to answer, his wife said.

“Conveying his passion for the truth to students,” Marijane said. “He was passionate about everything he did, but he really wanted students to understand their responsibility to the public and get it right.”



Web Only

NASA Flight Director Discusses Leadership at Women's Institute Luncheon

Ginger Kerrick discussed the leadership lessons she learned in her experiences.

By Emily Gardner

Leadership starts in childhood, Texas Tech University alumna and NASA employee, Ginger Kerrick, said to faculty, staff and students as part of the [Women's Leadership Institute](#)'s spring luncheon.

Kerrick, the flight operations directorate assistant director for the International Space Station at Johnson Space Center in Houston, presented her "Lessons in Leadership" on Thursday at the International Cultural Center. Kerrick was the second speaker to participate in the Women's Leadership Institute, which is in its inaugural year.

"I think it's really cool that we get to have such a qualified speaker for our first year in the program. It really just sets the program off on the right foot," said BaLeigh Waldrop, co-chairwoman for the [Gender Equity Council's Ad-Hoc Committee on Leadership & Development](#). "Also, I think it's really neat to hear from a woman who has excelled in her field and paved her way in a field dominated by men. It just really cool to hear from her and her perspective about the lessons she has learned and to be inspired by that."

Kerrick broke her presentation up into four sections: leadership lessons learned in childhood, college years, early career and late career, telling stories about her personal journey and life to illustrate her points. Her take-home points were:

- Set a goal and map out a plan
- Be resilient in the face of adversity
- It is important to seek our mentors and leaders
- Leaders own up to mistakes
- Leaders fall and pick themselves back up
- Don't settle – be innovative to get where you want to go
- Identify deficiencies and propose solutions
- Don't make assumptions – ask why
- Challenge the perceived standards
- Embrace change
- Make a difference

"When I look back on my 23-year career, the things that make me feel the best is when walking down the hall – I've had this happen – walking down the hall and this guy comes up to me 'Ms. Kerrick, Ms. Kerrick, I know you don't remember me but you gave a talk at my school and it made me want to come work here and I'm here,'" Kerrick said. "Or, a

young lady from Amarillo who was told by her mom that girls don't study science, and I gave a talk in Amarillo and she is now in the co-op program at NASA doing very, very well. Those things right there, they make a difference. You need to make a difference in people's lives because that is what will carry on."

Kerrick received her bachelor's degree in physics in 1991 and her master's degree in physics in 1993 from Texas Tech. She was the first female, Hispanic flight director for NASA and has received numerous awards, including the NASA Special Achievement Award and the Texas Tech Distinguished Alumni Award. She is a member of the Board of Directors for the [Texas Tech Alumni Association](#), and recently became a professor in the [Rawls College of Business](#) for the [STEM MBA program](#) where she taught her first class Wednesday.

"I come back to Texas Tech all the time," Kerrick said. "I love my school. I have a Texas Tech bag, a Texas Tech phone. I'm pretty annoying at work because there's Texas A&M University, University of Texas and Purdue University grads all around me, so I flaunt the red and black every chance I get."

The Women's Leadership Institute is in its first year at Texas Tech. It is sponsored by the Gender Equity Council's Ad-Hoc Committee on Leadership & Development and is divided into faculty, staff and student portions. The faculty and staff meet twice a year for luncheons whereas the student portion is a little more active, Waldrop said. Students are nominated by faculty and staff and then must apply for the institute before the top 25 are selected. They also network and participate in service opportunities and leadership development.



Web Only

Professor of Education Counseling Earns Elite National Recognition

Janet Froeschle Hicks, who was just named the department chairwoman, is one of 138 people to receive this honor nationwide since its inception.

By Heidi Toth

When Janet Froeschle Hicks got an email from the American Counseling Association (ACA), she wasn't sure what to make of it.

"Congratulations!" it read. "You will be receiving a national award. You're going to be inducted into the ACA Fellows."

The ACA Fellows is an elite group of professional counselors – people Hicks, a professor of counselor education at Texas Tech University, looks up to, cites in her research and teaches in her classes. They are the leaders in her field.

"I thought it had to be wrong," said Hicks, who recently became chairwoman of the Department of Educational Psychology and Leadership. "That can't be right, because being inducted into ACA Fellows is huge."

Not until the ACA posted the announcement on its website and one of Hicks' students found it and posted it on Facebook did it feel real. Congratulations from students and colleagues started pouring in.

"It's amazing to look at the people who are on this list because they're the founders of our professions," counselor education professor Charles Crews said. "I think that's one of the biggest deals."

Her background

Hicks started her career teaching sixth- and seventh-grade math. From there she transitioned into school counseling, where she found herself confronted with larger problems than she was equipped to handle.

"As I learned more and more I realized I could make a bigger impact," she said. "The higher up you move, the more you can make an impact on the people below you, so now it all trickles down and I feel like I can help that many more people."

She returned to graduate school at Texas A&M University-Corpus Christi, earning master's and doctoral degrees and spending a few years as a professor in Colorado and at West Texas A&M before coming to Texas Tech in 2009. She was promoted to chairwoman of her department earlier this year but is still teaching. She did say, however, the most important aspect of counseling doesn't come from a textbook.

“The most important thing they can do if they’re going to be a good counselor is walk the walk,” Hicks said. “You can’t live your life one way and then help counsel people to live their lives another way. You have to be congruent.”

Hicks’ research has focused on issues of the day: cyberbullying, abuse, cutting and eating disorders. These topics don’t always have a big body of research behind them because they weren’t around or recognized a decade or two ago. Her current research is on cyberbullying and developing protocols for school counselors to use on individuals and families who are struggling with it.

Becoming an ACA Fellow

A nominating committee looks at a researcher’s body of work and discusses whether he or she meets the criteria for this recognition. Criteria for induction includes innovation in practice, advancing counseling as a practice, earning a national and international reputation as an expert, contributing to counseling as a profession and documented evidence of service.

Hicks had some clues that others in the profession were aware of her work. For the last two years she has been invited to speak at the ACA conference; only about one in 10 applicants present at these conferences, and almost none are actually asked to speak. A few months ago she received an email from another counselor, who she knew by reputation and admired but had never met. He read some of her work and wanted to pass on some of his research that may be of interest to her. Now, she suspects he was a member of the committee.

“This means I’ve moved into the next level and I’m being respected by people in the field that are way up there,” she said. “It just kind of puts my name out there nationally. Everybody knows who I am. It’s just amazing to think that these people who I have looked up to for so long picked me for this award, that they’ve said, ‘hey, you’re on this level with us.’ It’s surreal.”

Hicks is a deserving honoree, said Charles Crews, a professor of counselor education. He and Hicks have presented together at a number of different conferences and collaborated on ideas, and he looks to her for guidance as well as friendship.

“She’s one of the select few, the trailblazers in our profession,” Crews said. “Texas Tech’s already on the map, but I think this puts Texas Tech on the map in a whole different area, which is mental health. It’s something that’s lacking in a lot of places.

“Counselors have to be quiet about what we do. We can’t brag on it. Janet just doesn’t let other folks know how good she is.”

Hicks’ boss agreed.

“Janet is the ultimate professional and is very deserving of this recognition,” Scott Ridley, dean of the [College of Education](#), said. “I appreciate her so much because she always goes the extra mile in her work and does exemplary work yet retains great humility.”



TEXAS TECH UNIVERSITY

Eleven people will be inducted into the ACA Fellows this week at the annual conference in Orlando. Since 2004, when the Fellows award was created, only 127 people have thus far been inducted. One of those, Loretta Bradley, is a Texas Tech Horn Professor.

Subhead: What is school counseling?

For decades, American secondary schools employed guidance counselors, whose official tasks sometimes got lost amid what inevitably became helping students schedule classes. In an effort to rebrand the profession, counselors are now known as professional school counselors instead of guidance counselors and have a more defined purpose.

In Texas, that purpose is broken down into four facets: guidance services, responsive services, individual planning and systems support. Guidance services includes scheduling, but its purpose, Crews said, is to help students plan out their education in keeping with their career goals, not figure out when they can work in gym class. Responsive services include crisis counseling, while individual planning includes career and educational goals, looking for scholarships and helping students apply to colleges. Systems support gets to the overall goals of the school and district.



Web Only

Sharpening the Focus of Sexual Consent

Two Texas Tech University professors have developed a student-driven campaign designed to erase the confusion and lack of communication regarding sexual consent.

By George Watson

It sounds so simple and unambiguous. No means no. Yes means yes. Pretty straightforward answers when it comes to sexual consent between two partners.

Yet now, as much as ever, it seems, the lines between what is and is not consent to sex seem blurred. What exactly is your sexual partner comfortable with? How do you give or receive consent outside of clinical, sterile terms?

More importantly, what are the questions on the minds of college students when it comes to sexual consent, how it is given or received and what can be done to sharpen that line of distinction between yes and no?

That is the drive behind a campaign started by a pair of Texas Tech University professors in the [College of Media & Communication](#). Rebecca Ortiz and Autumn Shafer, along with others in the Texas Tech community, including staff and students, are behind the Define Your Line movement aimed at helping students feel more comfortable about being open and communicating with their sexual partner.

“We’ve surveyed the thoughts of Texas Tech students multiple times on these issues and issues related to sexual assault,” Shafer said. “What we’ve found is they would like to not have these confusions and misunderstandings. We define this campaign as ‘sex positive’ where we’re not against sex and we’re not really for sex. We’re not getting into personal decisions about sexual activity. What we’re doing is, hopefully, helping them feel more comfortable communicating about what they feel comfortable with.”

Defining Your Line

The foundation for this campaign goes back to when Ortiz and Shafer were doctoral students at the University of North Carolina. It was there, studying issues related to sexual health, the discussion began regarding student issues with sexual health, in particular sexual assault.

A discussion began about making an impact on that issue, especially regarding bystander intervention, where one witnesses an uncomfortable sexual situation happening, such as a person being too intoxicated to know what is happening, and steps in to prevent it. Once they arrived at Texas Tech, Ortiz and Shafer had discussions with associate vice provost for student affairs Cathy Duran and dean of students Amy Murphy on the subject.

But Duran and Murphy told Ortiz and Shafer the bigger issue with college students is sexual consent and just exactly what that means.

“So we talked about doing a campaign with students to reduce the incidents of sexual assault and focus on consent and trying to unblur the line of consent,” Ortiz said. “A lot of students have heard the very clinical terms or the very legal terms, so what we’re trying to do is make it a more relatable, useful definition of that, something we can relate to and understand in the context of sexual interaction.”

The key was getting students involved on a subject that, traditionally, seems taboo. However, Ortiz and Shafer discovered through surveys and discussions with students there is a great deal of interest in defining sexual consent.

To that end, they created a student advisory board of about 20 students who not only gave their opinion on the topic but helped drive the campaign through talking to other students and campus organizations such as fraternities and sororities.

Survey cards were also developed and displayed at tables around campus where students could stop and fill them out. The cards allowed not only for questions between male and female, but allowed students to ask others of the same sex how they would react in certain situations or how consent was approached between members of the same sex.

Ortiz and Shafer said the response has been tremendous, and the aggregation of all the data received has gone into developing the Define Your Line [website](#).

“People recognize it’s needed, everyone we’ve talked to, and we’ve talked to a lot of people,” Shafer said. “Our hope is to be able to package this and bring it to other universities.”

Student driven

Despite the sensitive nature of the subject – or maybe because of it – the level of student involvement in the campaign has led to its success so far.

Katelyn McCall, a freshman from Frisco, said she got involved with Define Your Line because one of her sorority sisters found herself in a bad situation where she could have been taken advantage of, and as a result became reluctant to go out with friends after mixers.

“I’m concerned that people are not communicating about consent before engaging in sex because they are afraid of killing the mood,” McCall said. “If people are not on the same page, this could lead to issues.”

McCall said that students initially seem shocked and uncomfortable when talking about Define Your Line and sexual consent. Once that awkwardness diminishes, however, she said positive feedback eventually comes through.

“I hope that because the campaign is student-driven, other students take it seriously,” McCall said.



TEXAS TECH UNIVERSITY

Chris Mitchell, a sophomore from Dallas, is in a fraternity and wanted to get involved because of some of the negative publicity fraternities on campus have received recently regarding the issue.

“As a fraternity member, I wanted to show the true ideals and character of the Greek community,” Mitchell said. “One of the biggest concerns I have about sexual consent is that, although people make it out to be black and white, yes or no, oftentimes trying to decipher yes and no is incredibly confusing. It’s critical that people, especially college students, have the tools available to not be afraid to ask the right questions or take the right actions.”

Mitchell is confident now that the campaign is live online, reception from students still hesitant to discuss the subject will improve and that it will grow beyond Texas Tech.

“I feel that once we expose our campaign, the students will love it and participate fully,” Mitchell said. “With great faculty and administration backing this campaign, I have very high hopes. I also believe that if we take root at Texas Tech, other campuses will begin implementing similar resources.”

Getting the message out

In addition to the website, Ortiz and Shafer also plan to use social media to drive the discussion. The campaign is live on Twitter ([@defineyourline](#)) and Facebook ([www.facebook.com/defineyourline](#)) where discussion could be driven by something as simple as a question of the week to elicit responses from students.

The campaign also has received support from the athletic department where there could be some advertisements on video boards at various sporting events.

Now that the website has launched, Ortiz and Shafer are planning on setting up tables at least three times per week at various sites around campus where students can fill out the survey cards or receive information on the campaign.

Given the response so far, this could just be the beginning to something that could finally sharpen the line of sexual consent once and for all.

“I think we should be able to see changes attributed to what consent really is and what ways we should be interacting,” Ortiz said. “Actual behavior change is hard to pinpoint, but there could possibly be an attitude change that getting consent is important.



Web Only

Student Spotlight: Graduate Student Receives Grand Prize for Young Minority Investigator

Monique LeMieux is researching the molecular and metabolic basis for obesity and insulin resistance as a part of her dissertation.

By Christiani Saucedo

Monique LeMieux, a doctoral candidate in the [Department of Nutritional Sciences](#) at Texas Tech University, was among five women selected to give an oral presentation at the American Society for Nutrition (ASN) Young Minority Investigator Oral Competition, sponsored by DSM Nutritional Products LLC. Seven judges awarded her with the grand prize based on her presentation.

“I think one of the hardest things is the Q-and-A after the talk, because you never know what they are going to ask,” LeMieux said. “However, I always try to practice my talk several times in front of my lab group, so that generally helps me prepare better. I also think teaching a course that has 185 students has helped me become more comfortable in talking to large groups.”

LeMieux received her bachelor’s degree in biology from Christopher Newport University and her master’s degree in life sciences at the University of Tennessee. She then enrolled at Texas Tech to work on part of her dissertation, understanding the molecular and metabolic basis for obesity and insulin resistance. She also helped redesign an introductory nutrition course for non-majors (NS 1325) at Texas Tech, which she also teaches.

During her time at Texas Tech, LeMieux has received several travel awards, including the ASN/Maximizing Access to Research Careers (MARC) Travel Award, and The Obesity Society (TOS) 2013 Early Career Investigator Award, sponsored by Coca-Cola.

“The ASN/MARC travel award is for minority or underrepresented graduate students to attend and present their research at a national conference,” LeMieux said. “The TOS 2013 Early Career Investigator award was given based on the abstract I submitted to Obesity Week that year. I also received an award from the basic science of TOS for the poster I presented at Obesity Week that year.” Obesity Week is the annual meeting of The Obesity Society.

LeMieux has published two symposium papers regarding the sessions on metabolomics and nutrimentalomics organized and chaired by her adviser, Dr. Naima Moustaid-Moussa at the Experimental Biology meeting; and funded in part by a conference grant from the U.S. Department of Agriculture (USDA) National Institute for Food and Agriculture (NIFA). Recently, she published a research paper in the *Journal of Nutrition* based on the research she presented at the young minority investigator competition last year.

“Basically, we studied mice that were fed mice a high-fat diet supplemented with the eicosapentaenoic acid (EPA), a fatty acid commonly found in fish oil,” LeMieux said. “Our lab has found that some of the metabolic effects of obesity, such as insulin resistance, were reduced by EPA. In my paper, we wanted to understand how this was occurring, so I did further follow-up experiments using adipose (fat) tissue collected from these mice and saw that compared to mice fed only a high-fat diet, those with high fat and EPA supplementation had smaller fat cells and markedly reduced signs of adipose tissue inflammation (a common hallmark of obesity).”

LeMieux is working on another paper regarding the second part of her dissertation, the role of the renin-angiotensin system (RAS), an endocrine system known to regulate blood pressure in obesity. She is working to further understand whether this system mediates some of the inflammatory responses that co-exist with obesity. She is specifically inactivating the main protein of RAS in the fat tissue to determine whether obesity and inflammation will be prevented.

“So far I have presented this research at Obesity Week, at the International Congress on Obesity in Kuala Lumpur, Malaysia, and at the second ICAN Conference Series on diabetes, obesity and heart diseases in Paris, France,” LeMieux said.

She hopes her research can be used to develop new pharmacological and nutritional therapies for people who suffer from obesity. Currently, her research can’t be applied directly to humans because it is based on work done on mice and cell culture experiments but will help inform future clinical studies.

“My research can be used as a basis for scientists who do clinical work in humans,” LeMieux said. “In addition, by understanding the mechanisms involved in obesity, we can better understand how to design therapies to help reduce or prevent many of the metabolic effects of obesity.”

LeMieux hopes to earn a faculty position where she can pass on her knowledge to students while conducting her own independent research. She is currently applying for postdoctoral and faculty positions.

“Grad school is not easy, especially when working toward a doctorate,” LeMieux said. “I think being able to successfully restart my life in two different states during my graduate career is a major accomplishment.”

Naima Moustaid-Moussa, a professor in Nutritional Sciences and director of the Obesity Research Cluster said she believes LeMieux is highly deserving of recognition because of her willingness to work hard and be an excellent team player, researcher and teacher.

“She has made outstanding progress in a short time after she started her degree program here,” Moustaid-Moussa said. “She published several papers and won numerous awards almost every year, including the national level. She has been representing herself, my lab, our department, college and university extremely well. I am very proud of her.”

SIDEBAR QUESTIONS:



Why did you choose Texas Tech?

I chose Texas Tech because of the research being conducted here and because my adviser, Dr. Moustaid-Moussa, was moving here from the University of Tennessee.

What is your favorite memory of Texas Tech so far?

There are so many memories I have of Texas Tech it's hard to just pick one. However, the one that comes to mind is when I first saw the campus. I remember walking around and thinking how pretty the buildings were and how different it was from any of the schools I attended in the past.

Who is your favorite professor and why?

I would have to say my adviser, Dr. Moustaid-Moussa. She has been such a great mentor to me since I joined her lab. She has encouraged me to become a better scientist by pushing me to apply for different competitions, awards and conferences. Without her guidance I would not have been able to be as successful as I have been since arriving at Texas Tech.

What is your favorite Texas Tech tradition?

I guess I would have to say Carol of the Lights. I love seeing the campus all decorated and lit up.

What do you love most about being a Red Raider?

All the spirit and support I have been given.



Web Only

Student Spotlight: Taking a Texas Learning Even Farther

Colombian doctoral student Paulina Velez hopes to bring change to her home country.

By Matthew Matherly

From Universidad CES in Colombia to Texas Tech University, Paulina Velez is doing her part for youth and students by coming to understand the needs of international students.

When Velez came to Texas she knew she would miss the mountains and green hills of Colombia, but she was coming with purpose and drive. She came to Texas Tech as a Fulbright scholar, having earned her bachelor's degree in psychology from Universidad CES, a Colombian university that specializes in health-related programs. While there, she took part in a clinical psychology intervention project working with adolescents with emotional disorders.

The project focused on youth from the Itagui Municipality, an area of Colombia with harsh living conditions where 30 percent of the population lives below the poverty line. Many of these problems stem from several years of guerilla warfare and general violence in the county.

"I really wanted my degree in psychology to help individuals, but as I worked with them I realized many of these problems were a result of their family lives," Velez said. "I decided in order to be really helpful; they needed a program that was much broader."

After deciding to find a way to create these programs, Velez realized she couldn't do it in her home country. The problems she wanted to fix may have prevented her from finding a solution. She applied for the Fulbright scholarship, a program designed to help international students travel for better educational opportunities in universities across the world. She was awarded the scholarship and began sending out applications. She was accepted to several, but chose Texas Tech.

"I chose Tech because of the research experience the staff and professors had with the Latino community," she said.

Velez said her stay with Texas Tech has been a great experience. She was initially afraid of the social challenges her language skills may have presented. After attending Texas Tech's International Teaching Assistant Workshop, a three-week stay on campus run by the [OIA](#), her fears were alleviated.

"While I have been here the international population has been wonderful, but the local community has been even more helpful, providing an open, friendly and welcoming environment."

Velez originally sought her master's degree in human development but liked Lubbock so much she decided to stay for her doctorate, continuing her work with other students from Colombia. After her original dissertation proposal, which involved working with her original university, Universidad CES, encountered difficulty, she refocused her work to helping other international students. Her current work involves foreign students and their identity negotiations.

"Basically it involves the student's view of who they are, what they want and where they're going, but international students provide an extra barrier in that they must contrast their own cultural values with new ones and then bring those changes with them back home."

Nancy Bell, her dissertation adviser, said Velez's research will make an important contribution not only to an understanding of the experiences of students from Colombia, but more generally to theory, research and application related to the international student experience.

Understanding how students organize their identities helps Velez understand the minds of the people she hopes to help back home and bring that research and ability to develop programs back with her.

"I hope to graduate in December and go back to Colombia soon after. I hope to get a job in academia but also do outreach work with institutions, doing work that is research informed to help organizations get to the root of the problem rather than just treat the symptoms."

In the meantime, Velez helps the Office of International Affairs by being a part of an international advisory board which assists the OIA by providing insight into the needs of incoming international students and teachers.

"The OIA has been immensely helpful in my time here," she said. "Being able to give back to that has been a very rewarding experience for me."

Even though Velez plans on returning to her home country upon completion of her doctorates she is still proud of her time as a Red Raider.

"It's been a great experience for me. I am going to miss it when I leave for home."



TEXAS TECH UNIVERSITY

What is your favorite spot on campus (and why)?

My favorite spot is Urbanovsky Park. I love walking around and watching people practice different sports and get together with friends.

What is your favorite Texas Tech tradition?

My favorite Texas Tech tradition is the Carol of Lights. Christmas is my favorite time of the year and I believe the Carol of Lights is the perfect way to start it. I love to see Texas Tech's families getting together to begin Christmas with music and lights.

What is your favorite thing about being a Red Raider?

That I feel I am part of a supportive institution that will always help me to grow professionally and personally. That's why I identify with its tagline: From here it's possible.

What is your favorite Texas Tech memory?

I would say the first three weeks that I spent at the International Teaching Assistant Workshop, a time where I got to live on campus and meet many other international students, who are now some of my best friends here.



Web Only

Texas Tech Celebrates the Importance of Diversity

The weeklong celebration helped faculty, staff and students better understand diversity throughout the university and community.

By K'Leigh Sims

After a weeklong celebration, Texas Tech University's Diversity Week finished Saturday (March 28) with a diversity showcase and Holi festival, hosted by the South Asian Student Association and the Tech Activities Board.

Diversity Week celebrates people's roots and helps faculty, staff and students better understand the importance of diversity in today's society.

"The culmination of Diversity Week reminds us of the importance of a university education that prepares its graduates to be competitive in a global marketplace," said Juan Muñoz, senior vice president for [Institutional Diversity, Equity and Community Engagement](#) and vice provost for [Undergraduate Education and Student Affairs](#). "Diversity Week offered the campus community a thoughtful combination of events, discussions and opportunities for personal reflections of how to excel professionally anywhere in the world upon graduation from Texas Tech University."

Throughout the week more than 40 departments on campus hosted daily events in which the Texas Tech community could participate. Events included a Diversity Week kickoff mixer, a photo contest, discussion groups/panels, film viewings, trainings and opportunities to speak openly about breaking stereotypes and asking questions about other cultures.

"Texas Tech University's second annual Diversity Week was a huge success," said Claire Maginness, head of the Diversity Week committee and unit coordinator for Student Union and Activities. "Those who attended the events seemed to enjoy them and truly learned more about themselves and others through their participation. I think the campus coming together in this manner really impacted the way students at Texas Tech will develop into globally aware citizens.

"I'm looking forward to seeing how much bigger and better we can make next year's Diversity Week."

Bruno Saliba Helmer, a freshman, international student from Brazil and a graduate from Texas Tech University ISD, said Diversity Week helped him gain a better understanding of himself and others.

“Being an international student, Diversity Week meant a lot to me,” he said. “It made me realize that I am not the only one who is different. Actually, the different ones are those who believe they are the same.”

For more information about Diversity Week or Texas Tech’s mission to create a diverse community, please visit the [Student Union and Activities](#) or the [Institutional Diversity, Equity and Community Engagement](#) websites.



Web Only

Texas Tech Club Dedicated to Cleaning Up the Environment

CUTE works to beautify campus, promote recycling and raise energy awareness.

By Emily Gardner and Cara Vandergriff

Clean Up the Environment, better known as CUTE, is a four-year-old student club at Texas Tech University dedicated to creating a sustainable environment on campus.

Members of CUTE help to promote campus recycling initiatives, raise awareness about reduction of energy consumption and create ways for residence halls to reuse materials.

Caitlin Cole, committee chair of CUTE, said the club plans and participates in programs both on and off campus to help clean up the environment.

CUTE currently has 24 members, but always is happy to welcome newcomers. Anyone living on campus can join.

“Last semester we had a program to collect electronic waste such as old batteries,” Cole said. “We ended up collecting over 15 pounds of waste.”

CUTE was created four years ago as a way for the Residence Halls Association (RHA) to promote sustainability and recycling on campus. It hosts campus cleanup days once a semester in which members and other volunteers work to beautify Texas Tech’s campus.

“As a committee we try to find and work on high priority areas of campus that maybe have a little more trash than other areas,” Cole said. “We walk around in small groups per area assigned and collect trash and recyclables.”

The club received a tour of the recycling center on campus on Jan. 30. Cole said it was great to see how the facilities worked and what work was going on.

CUTE also hosted a hot chocolate giveaway in front of residence halls in January.

“The first day of class, we were set up in front of Stangel/Murdough,” Cole said. “This was the day that we had light snow flurries and ended up giving away all of our hot cocoa for the day in only 30 minutes. The second day we were in front of Horn/Knapp. This day was a little slower, but we still gave out all of our hot cocoa and mugs. Over the two-day event we handed out close to 300 reusable mugs of hot cocoa.”

CUTE currently is participating in the nationwide recycling contest Recyclemania in partnership with the Texas Tech Recycling center with Jackie Kimbler, Melanie Tatum,

and Holly Bosak, which started in February and goes through March. This is the third year Texas Tech has participated in the program. Cole said the club created two internal contests this year: one between student organizations and faculty departments, the other between residence hall complexes. For more information about the contests, visit the tables outside the Student Union Building (SUB) or in the residence halls.

The club participated in a dumpster dive from 11 a.m. to 1 p.m. March 9 outside the SUB.

“We went through all the items in the dumpsters to lay out all the recyclable items in order to show how much we are throwing away that can actually be recycled,” Cole said.

The club will host a recycling raid to help students living in residence halls clean out their rooms before spring break. CUTE hosts its recycling Olympics in the Student Union Building West Plaza on March 25. A campus cleanup will occur from 1 p.m. to 3 p.m. March 29 and April 19 starting at the Leadership Development Center near the Murray/Carpenter-Wells Residence Complex.

The club is working on sending a few members to the Texas Campus Sustainability Summit in March, Cole said. CUTE plans to host a free screening of the Disney Earth Day movie on April 19. They also will participate in Arbor Day on April 24.

Together with RHA, CUTE strives to help keep Texas Tech beautiful and educate residents about how to positively contribute to their community and environment.

For more information, please visit the RHA [website](#) or CUTE’s [Facebook](#) page. Questions may be sent to rha@ttu.edu.



Web Only

Texas Tech Nutritionist Talks Daily Calorie Counts, Food Insecurity Among Students

Debra Reed discusses the common problems keeping college students from a healthy lifestyle during National Nutrition Month.

By Heidi Toth

How many calories should the average person get in a day?

A master's student working with Texas Tech University nutritional sciences professor Debra Reed asked this question of Texas Tech students. The responses ranged from 200 to 10,000 calories.

The correct answer, for college-aged adults, is between 2,000 and 3,000 calories, depending on body size, gender and level of activity. That so many students had no idea how many calories they were getting, much less how many they needed, is a serious roadblock to healthy eating, Reed said.

“That’s step one – people need to know how many calories they need per day,” Reed said.

March is [National Nutrition Month](#), an annual awareness event the Academy of Nutrition and Dietetics sponsors to spark discussion on the importance of nutrition and physical activity. Reed used the opportunity to discuss the different challenges facing people in living a healthy lifestyle. Knowledge, while necessary, isn’t the only or even the most important facet of healthy living. Having the option to be healthy is.

“We still need to work on individual knowledge and skills and motivation, but a very, very motivated, knowledgeable person cannot make healthy choices if those healthy choices are not in their environment,” she said.

Hurdles to a healthy lifestyle

Texas Tech students, like university students throughout the nation, don’t get enough whole grains, fruits or vegetables, according to another study by Reed. Students reported eating too many calorie-dense, nutrient-light foods.

That could be for a number of reasons, Reed said. Many people don’t know enough about food safety or how to cook to make healthy food. That often leaves them with less healthy options: restaurants and prepackaged convenience foods.

Financial matters also play a role for many people. Often, though not always, the cheap food options are less healthy. An increasing number of college students don’t have enough money for food. In recent years, colleges have established food banks on campus to help students who don’t have money for food.

“There are ways to maximize your food dollars, but you still have to have some food dollars,” she said.

Additionally, college students are coming to college weighing more and having more undesirable eating and fitness habits than ever before. About 18 percent of 12- to 19-year-old Americans were obese in 2010 and another 15 to 20 percent were overweight, according to the [Centers for Disease Control and Prevention](#).

Finally, while individuals can make changes, systemic changes are needed as well, Reed said. Obesity is a national epidemic, and effectively combating it will require action from communities, schools, the health care system, urban planners and governments.

Making simple changes

Nutritionists used to focus solely on the balance between calories in and calories out. While they know it’s more complicated now, a balance of healthy eating and physical activity can help keep people at a healthy fitness level.

“We definitely don’t want to focus just on weight, but really focus more on fitness,” she said.

She encourages people to “find your personality match with physical activity,” be that tennis, running, yoga or fitness classes at the gym. Some people prefer a partner or a group, while others like working out alone. Americans just need to be active, she said. There’s no one size fits all.

Good fitness should include balanced eating – whole grains, lots of fruits and vegetables, low fat dairy and lean meat. It’s not about being as skinny as possible, Reed said. Fitness is about having a healthy body that can do the activities people want to do. Being skinny is not the same as being healthy.

“We can’t just treat people one by one,” Reed said. “That’s going to get us nowhere fast. We need more education efforts aimed at prevention.”

For more ideas and information on balanced eating, go to [Choose My Plate](#).



Web Only

Texas Tech Staff and Students Win Local ADDY Awards

University garners 48 recognitions at 2015 ceremony.

By Emily Gardner

The American Advertising Federation's Lubbock chapter recently announced its 2015 ADDY Awards. The Texas Tech University [Office of Communications & Marketing](#), [Texas Tech Public Media](#), the [University Press](#) and [Texas Tech Student Union & Activities](#) received awards. Texas Tech also had 15 students, as well as Bullet Advertising, the Texas Tech Ad Team, receive awards.

The awards include:

Office of Communications & Marketing

- Best of Show in Digital Advertising – Online Publication for President's Report (2013)
- Gold ADDY in Digital Advertising – Online Publication for President's Report (2013)
- Gold ADDY in Collateral – Brochure for Rawls College of Business
- Gold ADDY in Consumer or Trade Publication for Office of the President for 131
- Gold ADDY in Integrated Campaigns – Consumer – Regional/National for Office of Undergraduate Admissions for "It's Time to be a Red Raider"
- Gold ADDY in Elements of Advertising – Digital Creative Technology for Texas Tech University for TTU.edu
- Silver ADDY in Collateral – Brochure for National Wind Institute
- Silver ADDY in Collateral – Poster for Office of the President for President's Picnic
- Silver ADDY in Digital Advertising – Social Media – Campaign for Thanksgiving Leaves for Texas Tech University
- Silver ADDY in Digital Advertising – Websites, Consumer for Texas Tech University for TTU.edu
- Silver ADDY in Digital Advertising – Micro Sites for Office of the President for Economic Impact Report
- Silver ADDY in Digital Advertising – Online Publication for Office of Undergraduate Admissions for Holiday Card
- Silver ADDY in Integrated Campaigns – Consumer – Regional/National for Texas Tech University for I Am A Red Raider

Texas Tech Student Union & Activities

- Gold ADDY in Direct Marketing – Specialty Advertising for Diversity Week T-shirt

Texas Tech University Press

Office of Communications and Marketing

- Gold ADDY in Collateral Book Design for “My Wild Life: A Memoir of Adventures within America’s National Parks”
- Silver ADDY in Collateral Book Design for “Dancin’ in Anson: A History of the Texas Cowboys’ Christmas Ball”

Texas Tech Public Media

- Gold ADDY in Television – Self Promotion – Local for KTTZ Year End Promo
- Silver ADDY in Public Service – TV for KTTZ Kids “Why You Should Wash Your Hands”

Students

- Gold ADDY in Sales Promotion – Packaging for Bolder Buddy Packaging – Katie Shelton
- Gold ADDY in Sales Promotion – Packaging for That 70s Stone – Adrianna Robertson
- Gold ADDY in Sales Promotion – Packaging for Slinky Package – Kristin Ivey
- Gold ADDY in Collateral – Stationery Package for Dogtor Mobile Vet – Alyssa Chavez
- Gold ADDY in Collateral – Stationery Package for Big Top Catering Stationary – Michaela Yarbrough
- Gold ADDY in Collateral – Stationery Package for The Needle – Calley Brake
- Gold ADDY in Collateral – Brochure or Annual Report for Western Forest Products Annual Report – Katie Shelton
- Gold ADDY in Collateral – Brochure or Annual Report for Dale Chihuly Exhibition Brochure – Allie Priddy
- Gold ADDY in Collateral – Poster for Into the Deep – Allie Priddy
- Gold ADDY in Collateral – Poster for Greed is Out, Empathy is In – Lauren Watkins
- Gold ADDY in Publication Design for “Snow White” book cover – Kylie Valigura
- Gold ADDY in Publication Design for “In the Water They Can’t See You Cry” – Calley Brake
- Gold ADDY in Publication Design for “Snow White & the Seven Dwarves: A Pop Up” – Kate Zurawski
- Gold ADDY in Direct Marketing for TasteSpuds Menu – Maximilian Upp
- Gold ADDY in Integrated Campaigns – Consumer for Have You Met Mary? – Bullet Advertising
- Gold ADDY in Elements of Advertising – Visual for Hoodwink Identity – Michaela Yarbrough
- Gold ADDY in Elements of Advertising – Visual for Work is Play: A Tribute to Saul Bass – Kristin Ivey
- Silver ADDY in Sales Promotion – Packaging for redesign for Columbia Pasta Packaging – Melissa Padilla
- Silver ADDY in Sales Promotion – Packaging for Blue Q Soap Packaging – Kylie Valigura
- Silver ADDY in Collateral – Stationery Package for Stationery – Brian Thiebaud
- Silver ADDY in Collateral – Brochure or Annual Report for the annual report – Melissa Padilla



TEXAS TECH UNIVERSITY

- Silver ADDY in Collateral – Brochure or Annual Report for Colossal Visions – Adrianna Robertson
- Silver ADDY in Collateral – Brochure or Annual Report for Service for Sight – Alyssa Chavez
- Silver ADDY in Collateral – Poster for Traditions Posters – Jenise Wooten
- Silver ADDY in Publication Design for “The Goose Girl” – Gahye Lee
- Silver ADDY in Publication Design for “Snow White” – Kate Zurawski
- Silver ADDY in Publication Design for the “World of a Writer” magazine spread – Kylie Valigura
- Silver ADDY in Publication Design for “National Horseman” – Lauren Watkins
- Silver ADDY in Elements of Advertising – Copywriting for Have You Met Mary? – Bullet Advertising
- Silver ADDY in Elements of Advertising – Visual for Have You Met Mary? – Bullet Advertising



Web Only

Texas Tech Student Develops Diversity Video

Brionne Dunham created a video focusing on diversity.

By Emily Gardner

Texas Tech University freshman Brionne Dunham has always been interested in creating videos and was motivated to create a video involving diversity partially because of her own experiences.

In honor of black history and diversity, the media strategies major and women studies minor from Houston created a video called “One Race, Many Cultures, One Love.” It was completed at the beginning of March because Dunham said she wanted to remind people black history exists outside of February.

“The central theme is definitely unity because I feel like, as a school as a whole, we are socially segregated,” Dunham said. “If something doesn’t pertain to us or pertain to our race then we feel like we don’t have to participate or we feel like we shouldn’t participate. I think that is absurd because cultures are here for us to learn about them.”

Dunham’s parents taught her not to see race as a factor when forming relationships, she said, but it wasn’t until she witnessed and experienced discrimination herself that she wanted to discuss the topic the way she did.

“I think it was that buildup and seeing it happen, seeing everything on the news and dealing with cases such as Trayvon Martin, Tamir Rice and Mike Brown and just seeing the unfairness and thinking ‘Man, is this what my kids are going to live in?’” Dunham said. “It has a deeper meaning to me because I’m thinking generations ahead. This is not the type of world I want them to live in. I don’t even want to live in a world where we socially and politically segregate ourselves.”

The video was filmed throughout the month of February during Dunham’s free time. It incorporates both scheduled and random interviews from students, faculty, staff and administration and footage that showcases unity, such as people of different cultures walking, skateboarding or studying together. It also shows clips of the different events that happened throughout the month, including the African-American History Month Lecture Series. Anyone was able to participate.

As the video progressed, Dunham said she noticed it focused more on the lack of unity, which means the video represents what people struggle with in the world, where people come from and what their foundations are.

“The video really made me realize I have a job to do, and I need to bring about unity on campus in every way possible,” Dunham said. “This video is just the start of what is to come. I feel as though it is my purpose to change the world, but I need to start at the place I learn, sleep and interact with others. I want people to understand what is being said in this video and understand it’s coming from my heart.”

The next step for the video is expanding it into a documentary featuring a diverse population of people, Dunham said. She also wants to continue promoting diversity by creating other videos and documentaries. Through the project, Dunham learned to edit videos using iMovie and Final Cut Pro as well as enhancing camera skills.

“I’ve learned how to take initiative and go for what I want,” Dunham said. “At first I was so afraid to ask people for their participation and take chances. I learned you have to take chances in order to succeed.”

Dunham’s mentors for the project included Tricia Earl, unit coordinator and academic adviser for the women’s studies program, and Kim Burdine, a psychologist at the Student Counseling Center.

Earl, who is Dunham’s minor adviser, said through this project Dunham is recognizing how her major and minor intersect. Dunham also is seeing how her coursework applies to real-world situations and has the opportunity to see this interaction grow throughout her time at Texas Tech.

“I really see her taking that sentiment of let’s talk about this intersection of race, class and gender within a history component and let’s expand it throughout the whole year,” Earl said. “That’s the really nice thing when you start to work with a student early on, you get to see them grow, you get to see them manage their project or research in a way that helps them even in their coursework.”

Dunham will be screening her video at 6:30 p.m. Thursday (March 26) as part of Texas Tech’s [2015 Diversity Week](#). The screening is in the Escondido Theatre at the Student Union Building. A question-and-answer session about oppression, discrimination and solving diversity issues on campus will be held after the screening. The screening is supported by the [Student Counseling Center](#), Women of Color Discussion Group and the [Women’s Studies Program](#). For more information on the screening, contact Kim Burdine at kimberly.burdine@ttu.edu.

Student Spotlight Questions

Why did you choose Texas Tech?

“I chose Texas Tech because at first I was going to major in electrical engineering. That did not work out. I took the StrengthsQuest. I was focused more on my financial future than something I’d be happy doing, so when I came to Texas Tech that was the mindset I had. I looked into other colleges and was asked what I wanted to do, and I said ‘I like videos and documentaries,’ and that’s why I’m here now.”

What is your favorite memory at Texas Tech so far?



“I’ve had a lot of good memories so far. My favorite one would probably be the first football game. At the first football game my friends and I all sat together. It was just something about that day that made me happy. It was the first football game. We won the first football game. It was just spending time with my friends, and it made me realize why I’m in college.”

Who is your favorite professor? Why?

“My favorite one would probably have to be Katy Ballard, my introduction to women’s studies professor, mainly because I love women’s studies, but I love how she has us elaborate on certain issues and she’s always open to what we have to say.”

What is your favorite spot on campus?

“My favorite spot on campus honestly is the College of Media & Communication Building. That’s where the radio is, and I’m about to start radio training as well, that’s where three out of the five classes are. And they have labs in there with computers – I’m really techie. I just like being over there, I feel really artsy, I feel like I can be myself.”

What is your favorite Texas Tech tradition?

“I like when they put the red streamers around Will Rogers and Soapsuds. I like passing by that. It just shows we have a lot of pride in our school and that we have school spirit, and I like a school with school spirit.”

What do you love most about being a Red Raider?

“Everybody on campus is so friendly and really wants to help. I can’t name one time a person hasn’t held a door for me. The hospitality here is just different and that’s even when dealing with the faculty and administration. They really want to help you. And I know this because since I started this project, I’ve had nothing but complete support.”



Web Only

Texas Tech Students, Parents Brave the Snowy Weather for Connect Tech

Despite campus being closed, staff welcomed admitted students and their families to experience their future lives as Red Raiders.

By K'Leigh Sims

While campus was closed on Friday (Feb. 28) with four inches of snow covering the ground, Texas Tech staff welcomed 165 students and their parents for an abbreviated version of Connect Tech.

Connect Tech is an event for admitted students to experience a day in the life as a Red Raider. During this visit, students can register for [Red Raider Orientation](#) and [housing](#) with the help of Texas Tech staff, take a tour of campus and residence halls and ask questions about admissions, [financial aid](#), housing and orientation.

Jamie Hansard, director of recruitment and marketing for Texas Tech's [Office of Undergraduate Admissions](#), commended Texas Tech staff and [President's Select](#) members for bearing the winter weather for students and their families.

"Despite the elements, we were excited to provide an excellent experience for these guests," she said. "Many of these families traveled from far distances to visit Texas Tech, including a family from New Hampshire. I was proud of the recruitment staff for coming together to make this happen on short notice. I greatly appreciate the assistance of our campus partners including financial aid, housing and Red Raider Orientation."

Students were provided with presentations by staff about admissions, financial aid, housing and orientation, a virtual tour of campus by Texas Tech President's Select members, shown an example dorm room in Horn Hall, served lunch at the Jones AT&T Stadium and registered for Red Raider Orientation and housing.

Connect Tech is hosted during the spring of each year for admitted students. The next open dates are March 13 and April 3. For more information about Connect Tech and to RSVP, visit their [website](#).