



TEXAS TECH UNIVERSITY™

Advisory

FOR IMMEDIATE RELEASE

DATE: Aug. 1, 2013

CONTACT: Callie Jones, callie.jones@ttu.edu
(806) 742-2136

Annual Back to School Fiesta Returning to Student Union Building

WHAT: Texas Tech University Back to School Fiesta

WHEN: 9 a.m. to noon Saturday, Aug. 10

WHERE: Student Union Building, 15th Street & Akron Avenue

EVENT: The Office of Community Engagement will host the annual Back to School Fiesta at the Student Union Building (SUB).

The event provides the opportunity for members of the local and surrounding communities and their children to visit the Texas Tech campus, learn about numerous educational, local and federal programs and initiatives, and receive free school supplies for the upcoming school year.

This year's event will feature several educational resource workshops, a college fair and bilingual activities for all to enjoy. Parking is available in lots surrounding the SUB.

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

CONTACT: Isaac Flores, section coordinator, Office of Community Engagement, Texas Tech University, (806) 742-7017 or ike.flores@ttu.edu.



TEXAS TECH UNIVERSITY™

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 2, 2013

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
(806) 742-2136

Original Masked Rider Passes Away, but His Legacy Lives On

Joe Kirk Fulton, the first official Texas Tech Masked Rider, is dead at 81.

When he rode onto the field at the Gator Bowl in 1954, Joe Kirk Fulton had no idea that Texas Tech's Masked Rider would eventually be recognized by The Associated Press as one of the top ten coolest college mascots.

Fulton, 81, died Aug. 1 at his home on the Fulton Quien Sabe Ranch in Stonewall County. He was a 1954 graduate of Texas Tech with a degree in Agricultural Science, Animal Production.

"Joe Kirk Fulton was known far and wide as being the first official Masked Rider, and that was indeed an honor," said Texas Tech University System Chancellor Kent Hance. "But it was his love for Texas Tech that was truly outstanding. Today we lost a great Red Raider."

To date, 51 other student riders on 14 horses have followed him. Texas Tech is recognized around the world by the mascot he originated.

"The Masked Rider is certainly one of the world's most recognizable mascots, and Texas Tech University owes a great deal of gratitude to Joe Kirk Fulton for that," said M. Duane Nellis, Texas Tech's president. "It is amazing to think that his love for the university inspired him to begin a tradition that is now more than 50 years old and one of the most beloved of our university. The entire Red Raider family mourns his loss."

For Fulton to do something that has become so iconic to the university was certainly not his intention, said Stephanie Rhode, spirit program director and chair of the university's Masked Rider Advisory Committee.

"He took a risk, he dreamed a big dream. Now people all across the country and the world know Texas Tech by what he started."

The Masked Rider was the brainchild of DeWitt Weaver, Texas Tech's fifth head football coach, who led the team from 1951-1960.

Weaver noticed early in his tenure that Texas Tech was the only Southwest Conference school without a mascot. Just before the 1954 Gator Bowl, in which Texas Tech played Auburn in Florida, he decided to bring the Red Raider moniker to life.

“DeWitt Weaver knew my mother and dad and knew that I was an ag major, so he came to me,” [Fulton said in a 2011 interview](#). “The first game was going to be the Gator Bowl, so I agreed to do it. That’s how it all started.”

Little did Fulton know the favor would change Texas Tech forever. His ride had an immediate impact; with the Masked Rider leading the team onto the field for the first time ever, the underdog Red Raiders defeated Auburn 35-13.

The next morning, Atlanta Journal sportswriter Ed Danforth wrote, “No team in any bowl game ever made a more sensational entrance.”

Fulton was Masked Rider for two more years before handing off the reins to Jim Cloyd. And thus, the tradition was born.

“It means a lot to me, the fact that I was honored to be the first,” Fulton said. “I feel very honored that it became the tradition that it did.”

In lieu of flowers, donations are suggested to the [American Quarter Horse Association](#) or the [Texas Tech University Masked Rider Program](#).



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 2, 2013

CONTACT: Megan Ketterer, megan.ketterer@ttu.edu
(806) 742-2136

Texas Tech Researchers Discover Arterial Stiffness in Neck and Chest Important for Walking Speed

Due to aging, many older adults experience more restricted blood flow in their legs, and researchers have wondered how lower blood flow affects walking ability. Recent research by a Texas Tech University scientist discovered arteries in a person's neck and chest are more important in determining walking speed than arteries in the leg.

The study conducted by Joaquin Gonzales, an assistant professor in the Department of Health, Exercise and Sports Sciences, found stiffness in the large arteries located in the chest and carotid artery in the neck were more related to slow walking speed than the femoral artery in the leg.

Published in *Clinical Physiology and Functional Imaging*, the study determined if arterial stiffness relates to walking speed in healthy older adults. With his findings, new therapeutic strategies could be developed to improve physical function by focusing on vascular health in aging adults.

"To my surprise, the relationship between central arterial stiffness and walking speed remained significant after adjusting for age, body mass index, and resting blood pressure," Gonzales said. "This is interesting because it means that the association between central arterial stiffness and walking speed is not explained by the older age of our participants, their body mass or because of high blood pressure."

Walking speed is an important measure of physical function because it predicts disability and death in older adults.

Through an experiment with 21 adults ranging in age from 61 to 67, Gonzales' research indicated vascular function in aging adults may diminish their ability to perform daily activities such as walking.

Two previous studies by other researchers focused on what arteries influence walking speed, but both studies involved adults with multiple disorders or diseases. To eliminate these confounding variables, Gonzales' study only included adults free of cardiovascular disease and who were not taking medication that could influence their vascular function.

Participants completed a 400-meter walk test to measure walk speed. Arterial stiffness was measured using Doppler ultrasound and pulse wave velocity using arterial tonometry.

“An easy way to comprehend pulse wave velocity is bowling,” he said. “When a bowling ball is thrown on a hard surface it rolls fast. When the ball is thrown on a carpeted floor that provides cushion, the ball travels slowly. In the same way the bowling ball would travel on carpet, our arteries serve a role to dampen the force of blood when it is ejected from the heart. However, stiff arteries fail to dampen the pressure and force associated with blood flow, which can cause injury at small arteries – like those in the brain and kidney. Therefore, high pulse wave velocity reflects stiffer arteries.”

Because the heart is constantly beating, arterial stiffness with advancing age is unstoppable. However, Gonzales recommended tips to slow down the process.

“Other studies have shown that regular aerobic exercise can decrease the stiffness of arteries in older adults,” he said. “Diet is another important component as well. You want a diet high in natural nitrates, which increase the nitric oxide in the blood, relaxing arteries, and making them more flexible.”

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

CONTACT: Joaquin Gonzales, assistant professor, Department of Health, Exercise and Sport Sciences, College of Arts and Sciences, Texas Tech University, (806) 834-5944, or joaquin.gonzales@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 2, 2013

CONTACT: Megan Ketterer, megan.ketterer@ttu.edu
(806) 742-2136

Texas Tech Twirlers Line Up to Victory

The Texas Tech University Twirlers brought home the gold Saturday (July 25) at the 48th annual America's Youth on Parade (AYOP) National Baton Twirling Championships at the University of Notre Dame in South Bend, Ind.

The team placed first overall in the senior division of the National Dance Twirl Championships. According to Head Twirler Christy Hogue, this is the first time the twirlers won first place at a national competition.

"When the team won first place, I was completely shocked, but so excited that our hard work had paid off," said Christy Hogue, head twirler. "I was excited that we were able to represent our university at the competition and make everyone back home proud."

The twirlers competed against 18 teams in the 48th annual America's Youth on Parade (AYOP) National Baton Twirling Championships at the University of Notre Dame in South Bend, Ind.

Collectively, team members won a total of eight first place titles and nine additional top 10 titles in individual events. Hogue received the Majorie Gilbert Teddy Bear Scholarship Award, which is awarded to five college twirlers.

The Texas Tech Twirlers have attended the national championship for the past three years and improved in placement each year. The line also placed first in the dance twirl division at a regional and state competition.

Line members include:

- Camille Crawford, San Antonio
- Meagan Franklin, Odessa
- Christy Hogue, Odessa
- Summer Johnson, Amarillo
- Sarah Rendon, San Antonio
- Alyssa Snyder, Helotes
- Julie Szamatulski, Grandview
- Sydney Webster, Lubbock

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CONTACT: Christy Hogue, head twirler, Texas Tech Twirlers, Goin' Band From Raiderland, Texas Tech University, (806) 742-2272, or c.hogue@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 3, 2013

CONTACT: Megan Ketterer, megan.ketterer@ttu.edu
(806) 742-2136

Texas Tech Physical Plant Receives Top Honor From APPA

Texas Tech University's Physical Plant recently received the APPA Award for Excellence, which is the organization's highest institutional honor.

The APPA (formerly known as the Association of Physical Plant Administrators) award provides educational institutions the opportunity for national and international recognition for their outstanding achievements in facilities management.

"Having an outstanding physical plant allows us to be an emerging national research university," said Texas Tech President M. Duane Nellis, Ph.D. "The staff there provides outstanding support for our students and staff, and they are all very deserving of this national honor."

Universities eligible to receive the award demonstrate the ability to look at the organization as a whole, focus on what is important to the university, and concentrate on improving overall performance.

"What this award says to the Big 12 and all other universities is that we are doing things right here at Texas Tech," said Hugh Cronin, assistant vice president for operations. "We are stewards of the environment and we put our customers first."

Cronin said he enjoys working at Texas Tech because he comes to work every day knowing there may be an issue or problem, and that he has the right staff to resolve and fix any issue.

APPA is the largest international association of educational institutions and their facilities and physical plant departments. More than 7,000 educational facilities are active within APPA.

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

CONTACT: Hugh Cronin, assistant vice president for operations, Texas Tech University, (806) 742-1310, or hugh.cronin@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

EMBARGOED UNTIL 3 p.m. EDT Aug. 5

DATE: Aug. 5, 2013

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

Texas Tech Researcher: Chinese Meditation Technique Shows 60 Percent Reduction in Smoking Habit

By using a type of meditation developed in China, smokers can reduce their tobacco use even when they don't intend to do so, according to new research done by Texas Tech University and the University of Oregon.

The study, which looked at the effect of the mindfulness meditation known as Integrative Body-Mind Training (IBMT) on the pathways in the brain related to addiction and self-control, discovered that by practicing the meditation exercise, smokers curtailed their habit by 60 percent. The control group that received a relaxation regimen instead showed no reduction in their smoking.

Results were published in the Early Edition of the *Proceedings of the National Academy of Sciences*.

"We found that participants who received IBMT training also experienced a significant decrease in their craving for cigarettes," said Yi-Yuan Tang, a co-author and director of Texas Tech's Neuroimaging Institute. "Because mindfulness meditation promotes personal control and has been shown to positively affect attention and an openness to internal and external experiences, we believe that meditation may be helpful for coping with symptoms of addiction."

IBMT, which involves whole-body relaxation, mental imagery and mindfulness training led by a qualified coach, has long been practiced in China. It differs from other forms of meditation because it depends heavily on the inducement of a high degree of awareness and balance of the body, mind and environment. The meditation state is facilitated through training and trainer-group dynamics, harmony and resonance.

Tang has studied the meditation practice for its potential impacts on a variety of stresses and related changes in the brain, including function and structure, with his co-author, Michael I. Posner, professor emeritus of psychology at the University of Oregon. Rongxiang Tang of the University of Texas also co-authored this recent study.

While previous research found meditation may mediate several forms of addiction such as those tied to alcohol, cigarettes and cocaine, they have not been approached with a randomized, controlled design with an active relaxation control, the researchers said.

In this IBMT research project, researchers sought volunteers interested in reducing stress and improving their performance rather than quitting smoking.

Among the volunteers were 27 young-adult smokers who averaged 10 cigarettes a day. Scientists randomly placed 15 of them in the experimental group receiving IBMT training for a total of five hours during a two-week period.

Before and after the experiments, all participants were tested for carbon monoxide levels. Many of the participants only recognized they had reduced smoking after an objective test using measured exhaled carbon monoxide showed the reduction, Tang said.

To identify brain mechanisms that may underlie smoking reduction, the researchers also used functional magnetic resonance imaging (fMRI) during rest to understand the brain areas involved.

According to the fMRI results, smokers before entering IBMT had reduced activity in several parts of their brains that indicate impaired self-control. After two weeks of IBMT, smokers had significantly increased activity in the self-control areas of the brain previously impaired. No significant changes were found among smokers in the non-IBMT control group.

After two and four weeks, five of the responding smokers whose smoking had been significantly reduced after IBMT reported that they were continuing to maintain the improvement.

Researchers noted that IBMT's apparent ability to enhance self-control and reduce stress could make the practice useful in reducing smoking and craving "even in those who have no intention to quit smoking" as well as treating individuals with other addictions. The meditation regime, they wrote, "does not force participants to resist craving or quit smoking; instead it focuses on improving self-control capacity to handle craving and smoking behavior."

The researchers, however, caution that the participant pool was small and additional investigation is warranted.

"We cannot say how long the effect of reduced smoking will last," Posner said. "This is an early finding, but an encouraging one. It may be that for the reduction or quitting to have a lasting effect, smokers will need to continue to practice meditation for a longer time period."

Tang said that, while more research is needed, the use of IBMT has been proven to help train the practitioner's body, mind and behavior in positive ways.

"IBMT originates from ancient eastern contemplative traditions developed thousands of years ago in China and Asia because human beings seek to grow themselves," Tang said.



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“This is not new. But I started to study its effects in the 1990s and found IBMT can improve attention, self-control, emotion regulation, cognitive performance, immune function and brain plasticity. I’m not only the researcher but also a practitioner, which helps me better understand this phenomenon. I think that – like other ways of changing human behavior, such as exercise and a positive attitude – meditation is one way to help people calm down, reduce stress and improve performance and even understanding the meaning of life.”

Grants from the National Institutes of Health, China’s National Basic Research Program and the U.S. Office of Naval Research supported the study.

For a PDF of the study, contact John Davis.

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

CONTACT: Yi-Yuan Tang, director of the Neuroimaging Institute, Presidential Endowed Chairman in Neuroscience and professor at Texas Tech’s Department of Psychology, Texas Tech University, Skype: yy2100, Yiyuan.tang@ttu.edu; Michael Posner, professor emeritus of psychology, University of Oregon, (541) 346-4939, mposner@uoregon.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 5, 2013

CONTACT: Callie Jones

(806) 742-2136

Texas Tech Vice Provost and Ambassador Available to Speak on Closures

Ambassador Tibor P. Nagy, Jr. is vice provost for international affairs at Texas Tech University and was ambassador to Ethiopia from 1999-2002 and ambassador to Guinea from 1996-1999. Among his many other posts, Nagy served the Foreign Service in Togo, Cameroon and Nigeria; as well as in Washington, D.C. as the systems administrator for the African Bureau.

Expert □

Tibor Nagy, vice provost, Office of International Affairs, Texas Tech University, (806) 317-9045, or tibor.nagy@ttu.edu.

Talking Points □ □

- The U.S. government has in place a process of taking escalating steps to respond to threats against our overseas installations, especially U.S. Embassies and Consulates.
- Potential threats are received continuously by various U.S. government activities around the world and reported to Washington where they are evaluated by an interagency group as to how real and immediate the threat may be.
- Based on the evaluation, the U.S. State Department will advise its overseas embassies on what action to take—from increasing its vigilance to closing the embassy and withdrawing its staff, with a number of actions between these extremes.

Quotes □ □

“The current threat, leading to the extended closure of a number of U.S. overseas facilities is obviously very grave. While Washington has not made any information available on the specific threat, just the reaction means that it is highly credible, extensive in geographic scope and immediate.”

“While the tragedy in Benghazi has made Washington much more sensitive to taking every step possible to prevent a recurrence, the present situation must be potentially much more serious than even Benghazi was, given the number of embassies closed, and the long duration for the closures.”



TEXAS TECH UNIVERSITY SYSTEM

Advisory

FOR IMMEDIATE RELEASE

DATE: August 6, 2013

CONTACT: Jaryn Jones, jaryn.jones@ttu.edu
(806) 742-0057

Groundbreaking Scheduled for New Student Housing Complex

- WHAT: Groundbreaking ceremony for the New Student Housing Complex
- WHEN: 9:30 a.m., Thursday (Aug. 8)
- WHERE: 1700 Texas Tech Parkway; Southeast of the Texas Tech Federal Credit Union
- EVENT: Officials and guests of Texas Tech will host a groundbreaking ceremony to celebrate construction of the new 234,501 square-foot student housing complex. The 455-bed, two-building community is scheduled to open in the fall of 2014 and will provide student housing alternatives including 61 one-bedroom units, 47 two-bedroom units and 75 four-bedroom units ideally structured for graduate and upper-class students. The project also will include an integrated 5,000 square-foot retail and food service facility.

Chancellor Kent Hance, Vice Chancellor for Facilities Planning and Construction Michael Molina and Texas Tech University President M. Duane Nellis will make remarks prior to the groundbreaking. TTU System officials will then grab shovels and break ground to commemorate the occasion.

This event is open to the public. Parking will be available in Lot C-17, located east of the credit union.

CONTACT: Robert Giovannetti, Office of Communications & Marketing, Texas Tech University System, (806) 742-0057 or robert.giovannetti@ttu.edu.



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News Release

FOR IMMEDIATE RELEASE

DATE: August 6, 2013

CONTACT: Julie Martenson, julie.martenson@ttu.edu
(830) 990-2717

Wine Entrepreneurs Receive Certification At Fredericksburg Campus Texas Tech's Texas Viticulture Certification Program celebrates first graduating class.

Texas Tech University recently celebrated the third graduating class to receive professional certificates from Texas Viticulture Certification Program. The graduates were recognized at a ceremony at the Texas Hill Country University Center in Fredericksburg, which will be the new home of the viticulture program.

"There is tremendous growth of the wine industry in the Texas Hill Country, much of it centered around Fredericksburg," said Ed Hellman, a professor of viticulture at Texas Tech's and director of the certificate program recently relocated to the Fredericksburg campus. "The ability to have the land to establish a teaching vineyard at the Hill Country University Center made it the perfect location."

The program began in 2007 as a collaboration between Texas Tech's Department of Plant and Soil Science and Texas A&M's AgriLife Extension and provides educational training in commercial grape production to entrepreneurs wanting to enter Texas wine industry. Since then, 59 certificates have been awarded to students.

"The program's design has proven quite successful with enrollment steadily increasing to capacity in the 2013 class," Hellman said. "Many of our graduates go on to establish their own vineyards and wineries or work for already established ones."

This year's 30 graduates, from Texas, Colorado and Mexico, completed the six-course program within a two-year period. The coursework ranges from grapevine biology to disease, insect and weed management.

"The demographics of this group largely comprise well-educated successful professionals from other disciplines seeking a college-level education in viticulture without re-enrolling at a university," Hellman said. "We wanted to offer the coursework that fit their availability so we established a comprehensive curriculum delivered in a combination of online and face-to-face classes."

Not only is the Viticulture Certificate Program is now officially headquartered at the center, Hellman also said now they are developing a companion Winemaking Certificate Program.

“The Hill Country University Center is ideally located for our students and has superb teaching facilities,” Hellman said. “This will enhance our educational programs for both the wine industry entrepreneurs and undergraduate students seeking a career in the wine business.”

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

CONTACT: Julie Martenson, senior director, Texas Tech University at Fredericksburg and Highland Lakes, (830) 990-2717, or julie.martenson@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Aug. 7, 2013

CONTACT: Callie Jones, callie.jones@ttu.edu
(806) 742-2136

Texas Tech Announces Summer Commencement Schedule

WHAT: Texas Tech University hosts summer graduation ceremonies.

WHEN: Saturday (Aug. 10): **9 a.m.** Graduate School; Colleges of Agriculture, Architecture, Education, Media & Communication, Arts & Sciences and Honors College
1:30 p.m. Graduate School, Wind Energy, Rawls College of Business, Whitacre College of Engineering; Colleges of Human Sciences and Visual & Performing Arts; and the Office of the Provost (B.A. University Studies)

WHERE: All ceremonies will take place at the United Spirit Arena, 18th Street and Indiana Avenue.

EVENT: M. Duane Nellis, the 16th president of Texas Tech University, will speak during Saturday's ceremonies. Nellis, who began his tenure in June, comes to Texas Tech with a record of achievements in higher education. As president of the University of Idaho, Nellis increased student enrollment, prioritized research and extended university programs. He has served at Big 12 peer institutions Kansas State University and the University of West Virginia and is recognized nationally and internationally for his research that utilizes satellite data and geographic information systems to analyze various dimensions of the earth's land surface.

Ceremonies can be viewed online at <http://www.ttu.edu/livestream>.

For more about commencement, including information on maps, guest seating, college receptions, parking and hotels, visit <http://www.depts.ttu.edu/provost/commencement/>.

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

CONTACT: Peggy Flores, commencement coordinator, Texas Tech University Division of Institutional Diversity, Equity & Community Engagement, (806) 742-7742 or peggy.flores@ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 7, 2013

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

Texas Tech Biologist: Veeries Stay Mum at Night to Avoid Becoming Owl Dinner

“When the sun hits the ground and the owl’s been around, veeries nary make a sound.”

It’s a familiar quotation you’ve never heard before, but one buoyed up as a modern truism thanks to recent research conducted in part by a biologist at Texas Tech University.

Kenneth Schmidt, an associate professor in the Department of Biological Sciences at Texas Tech, worked with Kara Loeb Belinsky, an assistant professor of biology at Arcadia University and former post-doctoral researcher at Texas Tech, to study how predators and prey eavesdrop on each other and modify their behavior at dusk. They found that when veeries hear an owl in the neighborhood, their flute-like songs fall silent.

They published their findings in the peer-review journal *Behavioral Ecology and Sociobiology*.

“I got the idea for my study after reading a book chapter on how katydids changed their mode of communication from air-borne to vibrational during a full moon,” Schmidt said. “This is, presumably, because bats can detect the air-borne signals. I knew veeries sang long after sunset and presumed that owls may be able to detect and thus locate and prey on singing veeries. If true, veeries should modify their song behavior in the presence of owls.”

Veeries are small, reddish-brown thrushes with spotted breasts that live in the forests of Canada, the Rockies and the Eastern United States. Though capable of other songs, they’re named after their distinctive vee-er call. They scrounge for berries and forage for insects on the forest floor. Often, they make cup-shaped nests on the ground under shrubs and migrate to South America in the winter.

Songbirds, such as the veery, leave themselves open to predation when singing at sunset, Schmidt said. While much research has been done on the morning’s avian dawn chorus, little is known about the interactions of evening birdsong.

Schmidt and Belinsky studied the birds’ behavior at the Cary Institute of Ecosystem Studies in Millbrook, N.Y., where Schmidt has studied veeries since 1998. In an area

known to have three pairs of owls, the scientists observed the veery behavior after playing recorded owl sounds into the forest.

They discovered that veeries, which normally sing an hour after sunset, actually reduce their singing for up to 30 minutes after hearing the owl recordings. Sometimes, the sound of an owl would cause the birds to shorten the length of their songs as well as the time of their dusk choral performance altogether.

“We were excited about the results, since no one had really focused on predation costs of singing in birds,” Schmidt said. “A few have, but certainly not at dusk and not otherwise diurnal birds singing at dusk. Was I surprised? Not overly. Predation risk really does alter prey behavior in so many ways – the ‘ecology of fear’ as it is called. So, I was expecting it would work. Still, it was just an idea and needed to be tested to either confirm or refute our hypothesis.

“We suspect veeries may be altering their singing behavior and song structure in other ways that are, perhaps, more subtle and harder for humans to detect. Currently, we are testing some of these follow-up ideas.”

Schmidt has conducted this type of research in the past, including discovering how [ovenbirds and veeries](#) eavesdrop on chipmunk chatter to find safer neighborhoods in which to raise their young.

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CONTACT: Kenneth Schmidt, associate professor, Department of Biological Sciences, Texas Tech University, (806) 742-2710 ext. 277, or kenneth.schmidt@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 7, 2013

CONTACT: Patrick Gonzales, patrick.gonzales@ttu.edu
(806) 742-2136

Texas Tech Named 'Best in the West' by Princeton Review

Texas Tech University is one of the best colleges in the West according to The Princeton Review, the nationally known education services company. Texas Tech was selected as one of the 124 institutions in the website feature, "2014 Best Colleges: Region by Region."

The Princeton Review compiles its lists by asking students attending the schools to rate their own schools on several issues — from the accessibility of their professors to quality of the campus food — and answer questions about themselves, fellow students and campus life.

"We are extremely proud of the quality of education and life skills we are providing our students, and it is an honor to be recognized for that," said Texas Tech President M. Duane Nellis. "This designation is especially meaningful because it is based on input from our current students."

The colleges The Princeton Review chose for its "Best in the West" list are located in 15 states: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oklahoma, Oregon, Texas, Utah, Washington and Wyoming.

The Princeton Review also designated 226 colleges in the Northeast, 155 in the Midwest, and 138 in the Southeast. Collectively, the 643 colleges named "regional best" constitute about 25 percent of the nation's 2,500 four-year colleges.

"It is an honor to be chosen as one of the Best Colleges in the West by The Princeton Review," said TTU System Chancellor Kent Hance. "Texas Tech is a top-tier university that offers its students a quality education while also providing them with the skills necessary to succeed personally and professionally. We are proud to be recognized on this list once again."

The Princeton Review is a New York-based company known for its test preparation courses, books, and college admission and other education services. It is not affiliated with Princeton University and it is not a magazine. The Princeton Review does not rank the colleges in its Best Colleges: Region by Region website section.

-more-

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“We’re pleased to recommend Texas Tech University to users of our site as one of the best schools to earn their undergrad degrees,” said Robert Franek, Princeton Review’s senior vice president/publishing. “We chose these as our ‘regional best’ colleges mainly for their excellent academic programs.”



TEXAS TECH UNIVERSITY SYSTEM

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 8, 2013

CONTACT: Jaryn Jones, jaryn.jones@ttu.edu
(806) 742-0057

Texas Tech Breaks Ground on New Student Housing Complex

University leadership today (Aug. 8) broke ground on the latest student housing complex, offering new housing alternatives on the Texas Tech University campus.

Approved by the TTU System Board of Regents at the December 2012 meeting, the two-building community will be located east of Knoxville Avenue in the triangle bounded by 19th Street and Texas Tech Parkway. A pedestrian walkway will connect the two communities. The buildings will be positioned around courtyards and green zones and hold 455 beds.

"The recent progress of our institution is evident, and our campus must continue to expand in order to accommodate the growing number of students," said TTU System Chancellor Kent Hance. "We are excited about the alternatives this complex will offer and believe additions like these will attract world-class students to Texas Tech."

The 234,501 square-foot complex, expected to open in fall 2014, offers a choice of 61 one-bedroom units, 47 two-bedroom units and 75 four-bedroom units ideally structured for graduate and upper-level students.

"Texas Tech is experiencing a period of tremendous growth in many areas, including enrollment," said Texas Tech University President M. Duane Nellis. "This is a testament to the recruitment efforts of our admissions staff and the standard of academic excellence set forth by our faculty, staff and students."

The complex is being designed to meet LEED (Leadership in Energy & Environmental Design) certification, meaning designers and contractors will implement green building design and ensure both construction and maintenance of the building are environmentally responsible.

The \$54.8 million project will also include an integrated 5,000 square-foot retail and food service facility, as well as landscape enhancements and public art.

The project is being managed internally by the Facilities Planning and Construction department under the leadership of Vice Chancellor Michael Molina with Denise Hostick serving as project manager. Barnes Gromatzky Kosarek Architects and Mackey Mitchell

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Architects designed the complex as part of the project team, which also includes Whiting-Turner Contracting Company.

CONTACT: Robert Giovannetti, associate vice chancellor, Office of Communications & Marketing, Texas Tech University System, (806) 742-0057, robert.giovannetti@ttu.edu



TEXAS TECH UNIVERSITY SYSTEM

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 8, 2013

CONTACT: Dailey Fuller; dailey.fuller@ttu.edu, (806) 742-0057

TTU System Budgets Approved for FY 2014

The Finance and Administration Committee of the Texas Tech University System Board of Regents today (Aug. 8) preliminarily approved the FY 2014 operating budgets for the TTU System Administration, Texas Tech University, Angelo State University, and Texas Tech University Health Sciences Center.

“This budget represents our continued commitment to educating generations of leaders and enhancing the state of Texas in an efficient and responsible manner,” said Kent Hance, chancellor of the TTU System. “Investing in our universities provides a significant return and will pay dividends in a better future for students, families and our state.”

The FY 2014 operating budgets run from Sept. 1, 2013 to Aug. 31, 2014 and are prepared on the basis of state appropriations and projected auxiliary, designated and restricted funds. The combined FY 2014 operating budget for the entire system is more than \$1.7 billion, an increase of 7.9 percent over last year’s combined budget.

The overall economic impact of the TTU System on the state was approximately \$10 billion in 2012, according to a report of the system’s influence on business activity released earlier this year. The assessment also revealed that for every dollar the TTU System spends, the state’s economy sees more than \$23 returned.

Final approval of FY 2014 operating budgets by the full board is expected Friday (Aug. 9). An operating budget for the newly established Texas Tech University Health Sciences Center at El Paso is included in the FY 2014 operating budget for Texas Tech University Health Sciences Center.

About the Texas Tech University System

The Texas Tech University System is one of the top public university systems in the state of Texas, consisting of four component institutions and operating at 12 academic sites and centers. Headquartered in Lubbock, Texas, the TTU System has an annual operating budget of \$1.5 billion and approximately 17,000 employees focused on advancing higher education, health care, research and outreach.

In 2012, total research expenditures approached \$200 million and total enrollment exceeded 43,700 students for the first time in the TTU System’s history. Whether it’s contributing billions of dollars annually in economic impact or being the only system in Texas to house an academic institution, law school, and medical school at the same location, the TTU System continues to prove that anything is possible.

CONTACT: Robert Giovannetti, associate vice chancellor, Office of Communications and Marketing, Texas Tech University System, (806) 742-0057, robert.giovannetti@ttu.edu

Texas Tech University System Office of Communications and Marketing

An EEO/Affirmative Action Institution



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 9, 2013

CONTACT: Callie Jones, callie.jones@ttu.edu
(806) 742-2136

Texas Tech Students Walk in Summer Commencement Ceremonies

More than 1,250 students graduate in Texas Tech University's Summer Commencement Ceremonies on Saturday (Aug. 10) at the United Spirit Arena.

Commencement exercises for the Graduate School; Colleges of Agriculture, Architecture, Education, Media & Communication and Arts & Sciences; and Honors College begin at 9 a.m.

The Graduate School continues its ceremony at 1:30 p.m., along with the Wind Energy program, Rawls College of Business Administration, Whitacre College of Engineering; Colleges of Human Sciences and Visual & Performing Arts; and the Office of the Provost (B.A. University Studies and B.S. University Studies).

All ceremonies take place at the United Spirit Arena at 18th Street and Indiana Avenue.

M. Duane Nellis, the 16th president of Texas Tech University, will speak during Saturday's ceremonies. Nellis, who began his tenure in June, comes to Texas Tech with a record of achievements in higher education.

As president of the University of Idaho, Nellis increased student enrollment, prioritized research and extended university programs. He has served at Big 12 peer institutions Kansas State University and the University of West Virginia and is recognized nationally and internationally for his research that utilizes satellite data and geographic information systems to analyze various dimensions of the earth's land surface.

"I speak for the university administration, faculty and staff when I say that we are proud of this summer's graduating students," Nellis said. "I am confident that, as each member of the class of 2013 wraps up their time at Texas Tech, they will continue to pursue a love of learning and strive for honor as Red Raider alumni."

Ceremonies can be viewed online at <http://www.ttu.edu/livestream>.

Honored students

Outstanding students, selected based on all-around achievement, will carry banners representing their respective colleges.

The following students are banner bearers:

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Rachael Elena Morley, a food science major from Pleasanton, Calif., College of Agricultural Sciences & Natural Resources; Savannah Katherine Dunaway, an architecture major from Tallahassee, Fla., College of Architecture; Jason Ryan Merrill, a philosophy, psychology and political science triple major from Lorenzo, College of Arts & Sciences; Jade Cori Shank, a marketing/management major from Lubbock, Rawls College of Business; Eleborea Arroyo Rios, a multidisciplinary studies major from Llano, College of Education; Stormy Wayne Adams, an electrical engineering major from Abilene and John Peter Fenske, an electrical engineering and mathematics dual major from Loveland, Colo. Whitacre College of Engineering; Rachna Tewari, an agricultural and applied economics doctoral student from Nainital, India and Andrew Michael Kreckmann, a music doctoral student from Sparta, N.J., Graduate School; Megan Conley, an arts & letters and political science dual major from Coahoma, Honors College; Kristyn Nicole Petry, a nutrition major from Grand Blanc, Mich., College of Human Sciences; Elizabeth Michelle Bohm, an electronic media & communications major from Giddings, College of Media & Communication; Pamela Hall-Caddell, a university studies major from Rockwall, Office of the Provost; and Sarah Anne Hoagland, a dance major from Austin, College of Visual & Performing Arts.

The highest ranking summer graduates for each college include:

- College of Agricultural Sciences & Natural Resources: Rachael Elena Morley, a food science major from Pleasanton, Calif.
- College of Architecture: Savannah Katherine Dunaway, an architecture major from Tallahassee, Fla.
- College of Arts & Sciences: Alexandra Obo Arisa, a psychology major from Lubbock; Kelli Lynne Kimble, a chemistry major from Plano; Jason Ryan Merrill, a philosophy, psychology and political science triple major from Lorenzo; Brittany Anne Moses, a history major from Quinlan; and Ian Cole Watts, a social work major from Lubbock
- Rawls College of Business: Hillary Grace Joiner, an accounting major from Garland
- College of Education: Colton Aron Clark, a multidisciplinary studies major from Guy
- Whitacre College of Engineering: Stormy Wayne Adams, an electrical engineering major from Abilene and Alexander Anya, a petroleum engineering major from Lubbock
- College of Human Sciences: Kristyn Nicole Petry, a nutrition major from Grand Blanc, Mich.



TEXAS TECH UNIVERSITY

- College of Media & Communication: Elizabeth Michelle Bohm, an electronic media & communications major from Giddings
- Office of the Provost (University Programs): Pamela Hall-Caddell, a university studies major from Rockwall
- College of Visual & Performing Arts: Jamy Lynn Gillespie, a theatre arts major from Waco
- Office of the Provost (Wind Energy): Kyle Ross Jay, a wind energy studies major from Roscoe

Additional Information

Receptions for two colleges will be held immediately following the ceremonies. Receptions will be located as follows:

- College of Architecture: Student Gallery ground level, College of Architecture
- College of Education: second-floor foyer, Education Building

For more information about commencement, including information on maps, guest seating, college receptions, parking and hotels, visit <http://www.depts.ttu.edu/provost/commencement>.

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

CONTACT: Peggy Flores, commencement coordinator, Texas Tech University Division of Institutional Diversity, Equity & Community Engagement, (806) 742-7742 or peggy.flores@ttu.edu.



TEXAS TECH UNIVERSITY™

News Release

FOR IMMEDIATE RELEASE

DATE: August 12, 2013

CONTACT: Grace Acuna, grace.acuna@ttu.edu
(806) 742-2136

Raider Red Meats Presents Third Annual Barbecue Cook-off

Registration is open for those wanting to participate.

Texas Tech University Raider Red Meats will host the third annual Barbecue Cook-off Aug. 23-24 in the S1 parking lot north of the soccer fields at Texas Tech Parkway and 10th Street, west of University Medical Center. Master and amateur grillers are invited to compete in four divisions – chicken, ribs brisket and beans.

Check-in and set-up begin at noon Friday, with a head cooks' meeting at 7 p.m. Friday at the hospitality tent. Judging begins Saturday with beans at 11 a.m., chicken at noon, ribs at 1 p.m. and brisket at 3 p.m. Awards will be given out by 5 p.m. at the hospitality tent.

Bradley Price, director of Raider Red Meats, said in the future he hopes the event can serve as an opportunity for community members to come out and enjoy sampling barbecue from the best cooks in the state of Texas. This year the event is open to only participants and judges.

"We were excited about the event's success last year and hope it will continue to grow," Price said. "Subsequent events could raise funds for scholarships, research and competitive teams that represent Texas Tech University."

The entry fee is \$125 per team and covers all categories. The registration form and additional information is available at www.raiderredmeats.com.

Price is also looking for judges for the event. To volunteer please, contact Shelbi Knisley at shelbi.r.knisley@ttu.edu.

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

CONTACT: Moriah Beyers, communications director, Raider Red Meats, Texas Tech University, (806) 742-2805, or moriah.beyers@ttu.edu.



TEXAS TECH UNIVERSITY™

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 12, 2013

CONTACT: Megan Ketterer, megan.ketterer@ttu.edu
(806) 742-2136

Texas Tech Austin Recruitment Admissions Center Opens in Arboretum

With more prospective students interested in attending Texas Tech University, Texas Tech Undergraduate Admissions have opened a new recruitment center in Austin.

To celebrate the opening, organizers will host a come-and-go reception from 2 to 5 p.m. Aug. 16 at the recruitment center in the Arboretum. Texas Tech University System Chancellor Kent Hance will speak at the event and participate in the 3 p.m. ribbon-cutting ceremony.

High school counselors, community college advisors, Texas Tech alumni, businesses in the Austin area and colleagues at other institutes of higher education will be in attendance.

“This new facility provides us an opportunity to reach future students and parents, as well as high school counselors and community college advisors, as we now have a staff completely dedicated to serving the Central Texas area,” said Jamie Hansard, director of recruitment and marketing at Texas Tech.

The opening recognizes the growth Texas Tech has had in recent years and allows Texas Tech Undergraduate Admissions to reach out to different communities when recruiting students.

Texas Tech has two more recruitment centers in Dallas and Houston.

The Austin recruitment center is different because it is the first Texas Tech office in a retail area. By being in a retail area, Hansard said she hopes there will be more exposure and traffic.

“Ultimately our goal is to recruit more students,” she said. “We want other students to know Texas Tech is an option for them.”

Refreshments will be served at the reception. The event is free and open to the public and is located at 10000 Research Blvd., Suite 250 in Austin.

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

Office of Communications and Marketing

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**CONTACT: Jamie Hansard, director of recruitment and marketing,
Undergraduate Admissions, Texas Tech University, (806) 834-3603, or
jamie.hansard@ttu.edu.**



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Aug. 13, 2012

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

Oklahoma City Area Tornado Safety Seminars and Workshops

WHAT: A series of storm shelter workshops presented by the National Storm Shelter Association and Texas Tech University's National Wind Institute

- "How to Protect Kids at School"
- "Tornado Safety at Home"
- "Workshops for Architects, Engineers and Designers"

WHO: Ernst Kiesling, Research Professor of the National Wind Institute at Texas Tech University and Executive Director of the National Storm Shelter Association (NSSA)

Other presenters include:

- Gregory Carbin, warning coordination meteorologist, Storm Prediction Center
- Corey Schultz, project manager, PBA Architects, Wichita, Kansas
- Larry Tanner, manager, Debris Impact Facility, National Wind Institute
- Tom Bennett, general manager, Jim Giles Safe Rooms; Meteorologist; past president, NSSA
- Travis Meyer, chief meteorologist, KOTV Channel 6, Tulsa
- Ed Bates, architect, Bates/LZW, Tulsa
- James Waller, president, Remagen Corporation; Past President, NSSA
- Mike Vaughn, president, Vaughn Concrete Products; President, NSSA

WHEN: Aug. 21-22, advance registration required

WHERE: Reed Conference Center in the Sheraton Midwest City Hotel
5800 Will Rogers Rd., Midwest City

Schedules, agenda and registration information available at
<http://www.nssa.cc/>

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

CONTACT: Ernst Kiesling, research professor, National Wind Institute, Texas Tech University, (806) 834-1931 or ernst.kiesling@ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 13, 2013

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

Texas Tech Quail Researchers Receive \$244,000 in Grants from Park Cities Quail

Researchers at Texas Tech University received \$244,000 from the Dallas-based nonprofit Park Cities Quail to fund two different research projects involving the recent rapid decline in the state's quail population.

The award was part of \$770,000 awarded to eight programs focused on declining wild quail populations and represented a new record for the 7-year-old group.

The grant funds were given during a check presentation party Aug. 7 at Collectors Covey in Dallas.

Grant recipients are doing research to improve quail numbers as well as to try to explain why the crop of quail that appeared abundant in the beginning of 2010 suddenly disappeared at an alarming rate before hunting season began.

However, the bird's numbers have dropped for decades. Northern bobwhite numbers nationwide totaled about 31 million in 1967. According to the National Audubon Society, the numbers totaled only 5.5 million in 2007 when the organization labeled the northern bobwhite the No. 1 common bird in decline.

At The Institute of Environmental and Human Health at Texas Tech, Ron Kendall, a professor of environmental toxicology and Steve Presley, an associate professor of environmental toxicology, both received awards totaling about \$133,700. Kendall's \$65,700 will fund a project looking at how a fungal toxin on corn used to feed deer may impact the birds, while Presley's \$68,000 award will expand work on identifying intermediate hosts of a parasitic eye worm found infesting Rolling Plains bobwhites.

"This grant enhances even further our ability to acquire information on what quail and the Rolling Plains are being exposed to that may result in mortality or other effects such as suppression of the immune system," Kendall said. "This will help us fill some additional data gaps. A lot of this work is integrated, so we can assess multiple factors impacting quail and assess strengths of the factors as potential culprits that have resulted in large-scale quail declines."

Brad Dabbert, an associate professor at Texas Tech's Department of Natural Resources Management, received \$110,000 for a supplemental feeding project that targets improved methods that will successfully work with the birds in Texas

"For some reason, supplemental feed hasn't worked at all in Texas," Dabbert said. "We've got a couple of years of new data and are working on a new technique of applying feed that appears to work. It's going to help us basically increase survival and reproductive success of quail in the wild."

The contributions for the research were made at Park Cities Quail's fundraiser in March, which draws 1,000 sportsmen from across the country and has become known as "Conservation's Greatest Night," a nod to the nonprofit's unique fundraising formula, said Joe Crafton, Park Cities Quail chairman.

"In addition to being the social event of the year for area sportsmen, the generosity of our members means we can lead the nation in supporting conservation research and education," Crafton said. "We are getting tremendous bang for our buck by partnering with universities and wildlife research organizations in this region that leverage leading wildlife specialists, doctoral students and graduate assistants who provide thousands of hours of research in the field and analysis in the lab. This has resulted in some of the most important quail research to date, directed at one goal - restoring wild quail to their historic huntable population levels."

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

CONTACT: Steve Presley, associate professor, Department of Environmental Toxicology, The Institute of Environmental and Human Health, (806) 885-4567 or steve.presley@tiehh.ttu.edu; Ron Kendall, director emeritus, TIEHH, Texas Tech University, (806) 885-0238 or ron.kendall@tiehh.ttu.edu; Brad Dabbert, associate professor, Department of Natural Resources Management, Texas Tech University, (806) 742-1983 or brad.dabbert@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 13, 2013

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
(806) 834-2693

Texas Tech's Sigma Delta Pi Wins Consecutive Awards

The organization was one of about a dozen chapters recognized as an Honor Chapter.

Texas Tech University's chapter of Sigma Delta Pi, the National Collegiate Hispanic Honor Society, has been named an Honor Chapter for its outstanding activities in 2012-2013.

This is the ninth consecutive year that Texas Tech has received this honor. In addition, because it earned Honor Chapter status for a complete triennium (2010-13), Texas Tech was one of only nine chapters nationwide to be confirmed for the prestigious Octavio Paz Award. This was the third consecutive triennium that Texas Tech received this award.

Professor Comfort Pratt, Texas Tech's chapter adviser and current national Sigma Delta Pi vice-president of the Southwest Region, was instrumental in earning these prestigious distinctions.

Each May, nearly 600 chapters of Sigma Delta Pi across the U.S. submit an annual report detailing their numerous activities and projects from the academic year. Based on these reports, the National Executive Committee chooses approximately 10-15 "Honor Chapters" annually. This recognition is based upon the caliber of chapter projects that reflect the Sigma Delta Pi mission of honoring excellence in the study of the Spanish language, contributing to cultural understanding and upholding the goals of the society.

With its national office at the [College of Charleston](#) in South Carolina, Sigma Delta Pi is a member of the [Association of College Honor Societies](#), the nation's only certifying agency for college and university honor societies.

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

CONTACT: Comfort Pratt, faculty advisor, College of Education, Texas Tech University, (806) 742-1997 ext. 237 or c.pratt@ttu.edu.



TEXAS TECH UNIVERSITY™

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 14, 2013

CONTACT: Megan Ketterer, megan.ketterer@ttu.edu
(806) 742-2136

Texas Tech Austin Recruitment Admissions Center Opens in Arboretum

With more prospective students interested in attending Texas Tech University, Texas Tech Undergraduate Admissions have opened a new recruitment center in Austin.

To celebrate the opening, organizers will host a come-and-go reception from 2 to 5 p.m. Aug. 16 at the recruitment center in the Arboretum. Texas Tech University System Chancellor Kent Hance will speak at the event and participate in the 3 p.m. ribbon-cutting ceremony.

High school counselors, community college advisors, Texas Tech alumni, businesses in the Austin area and colleagues at other institutes of higher education will be in attendance.

“This new facility provides us an opportunity to reach future students and parents, as well as high school counselors and community college advisors, as we now have a staff completely dedicated to serving the Central Texas area,” said Jamie Hansard, director of recruitment and marketing at Texas Tech.

The opening recognizes the growth Texas Tech has had in recent years and allows Texas Tech Undergraduate Admissions to reach out to different communities when recruiting students.

Texas Tech has two more recruitment centers in Dallas and Houston.

The Austin recruitment center is different because it is the first Texas Tech office in a retail area. By being in a retail area, Hansard said she hopes there will be more exposure and traffic.

“Ultimately our goal is to recruit more students,” she said. “We want other students to know Texas Tech is an option for them.”

Refreshments will be served at the reception. The event is free and open to the public and is located at 10000 Research Blvd., Suite 250 in Austin.

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

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**CONTACT: Jamie Hansard, director of recruitment and marketing,
Undergraduate Admissions, Texas Tech University, (806) 834-3603, or
jamie.hansard@ttu.edu.**



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 14, 2013

CONTACT: Callie Jones, callie.jones@ttu.edu
(806) 742-2136

Texas Tech Head Coach Competes in Chess World Cup

The head coach of the Texas Tech University Chess Program and chess grandmaster Alex Onischuk is one of nine U.S. representatives who qualified to play in the 2013 Chess World Cup in Tromso, Norway.

He won his first two-game match, played on Sunday (Aug. 11) and Monday (Aug. 12) and starts his second match today.

The tournament, held Aug. 10 – Sept. 3, is an elimination-playoff among the top 128 players in the world. The top two finishers will qualify for an eight-player Candidates' Tournament that will determine the challenger for the world chess championship to be held in 2014.

“The World Cup is a series of short elimination matches among the world’s best, and it’s an incredible honor to qualify, which Alex has done repeatedly,” said Al Lawrence, Texas Tech Chess Program director. “Alex has the reputation of being one of the most difficult players to beat in the world. He won his first game on Sunday in great form, never losing control of the position.”

A former U.S. chess champion, Onischuk came to Texas Tech last fall, leading the Texas Tech Knight Raiders to two national division championships and best college team in the World Amateur Championship.

Onischuk finished third in the 2013 U.S. Chess Championship, represented the U.S. on its four-player Olympiad Team, and led the U.S. team to a gold-medal finish in the Pan-American Continental Championships held in Sao Paulo.

The Texas Tech University Chess Program—part of the Division of Institutional Diversity, Equity & 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 www.media.ttu.edu and on Twitter @TexasTechMedia.

CONTACT: Al Lawrence, director, Texas Tech Chess Program, Division of Institutional Diversity, Equity & Community Engagement, Texas Tech University, (806) 742-7742, or al.lawrence@ttu.edu

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TEXAS TECH UNIVERSITY™

Advisory

FOR IMMEDIATE RELEASE

DATE: Aug. 16, 2013

CONTACT: Callie Jones, callie.jones@ttu.edu
(806) 742-2136

Texas Tech and Finect to Launch Social Media Education Effort

- WHAT:** Texas Tech's Personal Financial Planning Department and [Finect](#) – the compliant social media platform – will hold an online press conference to kick-off a partnership to teach and prepare students on the use of social media.
- WHEN:** 9 a.m. Monday (Aug. 19)
- WHERE:** Call or join Webex: Dial: [\(209\) 255-1000](tel:(209)255-1000) Pass: 825581
For visuals and demo, join Webex:
[Click here to register.](#)
- EVENT:** The online event will feature a brief discussion about how financial planning education is evolving and why technology education in general – and social media in particular – is critical in today's world. Students and leaders also will visually demonstrate the new tools students are using to communicate online and enter their practices using social media while remaining compliant.

Industry leaders are increasingly hiring next-generation financial advisors to help them utilize social media. Surveys find that while only four percent of advised social media users connect with their advisors on social media, 52 percent would like to.

Deena Katz, CFP, associate professor, Department of Personal Financial Planning, and Chairwoman, Evensky & Katz, will discuss how social media is being integrated into her curriculum and why.

Barry Mulholland, CFP, ChFC, assistant professor, Department of Personal Financial Planning, will discuss the changing dynamics of students and career changers as well as financial planning practices today.

Jennifer Openshaw, president, Finect; founder, Women's Financial Network, and national columnist and author of *The Millionaire Zone* will discuss the challenges of using social media and the partnership with Texas Tech.

Four students with ages ranging from 24 to 43 will discuss why social media is critical for them.

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CONTACT: Barry Mulholland, assistant professor, Department of Personal Financial Planning, College of Human Sciences, Texas Tech University, (806) 632-8198, or barry.mulholland@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 19, 2013

CONTACT: Lauren Kozlovsky, lauren.kozlovsky@ttu.edu

(806) 742-2136

Texas Tech CALUE Hosts Red Raider Palapalooza

Texas Tech University's Center for Active Learning and Undergraduate Engagement (CALUE) hosts the 2nd annual Red Raider Palapalooza as part of the 2013 Raider Welcome Week on Aug. 21.

The event will be held at Urbanovsky Park, near the intersection of Flint Avenue and 18th Street in the amphitheater from 11 a.m. to 1 p.m. Red Raider Palapalooza will include an appearance by Raider Red, door prizes, a live band, free food and other activities for students to enjoy.

Last year, Red Raider Palapalooza had approximately 700 participants attend, and this year they plan for more due to the expansion of the program. Jerylme Robins, unit coordinator for CALUE, said this event is held to bring students together to get to know one another for the upcoming academic year, as well as get them interested and involved in undergraduate research.

A number of partners from Texas Tech and the Lubbock community will be in attendance to speak with students about the opportunities to get involved in active learning activities such as service learning, study abroad and internships.

Participants for Red Raider Palapalooza include:

- Big Brothers Big Sisters
- Chi Rho: Catholic Student Ministry
- Discovery
- Guadalupe/Parkway Center
- Habitat for Humanity
- Literacy Lubbock
- Lubbock Salvation Army
- Ronald McDonald House
- Special Olympics
- United Way of Lubbock
- Volunteer Center of Lubbock

Participants from Texas Tech:

- Office for Community Engagement
- SACNAS

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- Study Abroad
- Texas Tech Honors College
- Texas Tech Graduate School
- Texas Tech Student Resolution Center
- Texas Tech Supplemental Instruction
- Texas Tech Library
- Undergraduate Research Organization
- University Career Center
- Upward Bound

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CONTACT: Erin Justyna, assistant director, CALUE, Texas Tech University, (806) 742-1095, or erin.justyna@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 20, 2013

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

Researchers to Study in the Wake of the Wind

National Science Foundation grant will fund analysis to improve wind farm performance.

Wind farms may be operating at less than their potential, according to researchers at Texas Tech University's National Wind Institute (NWI).

In a two-fold study, Texas Tech research professor Brian Hirth and NWI director John Schroeder will use a \$385,000 grant from the National Science Foundation to work with wind farm operators in the Texas, Oklahoma, New Mexico and southwest Kansas region to study wind flows through various wind farms.

In addition to power, turbines also produce wake. The disturbance, while invisible to the naked eye, interferes with the atmosphere downstream. These turbine-to-turbine interactions along with other wind farm complex wind flows are poorly documented. Currently, there is a shortage of real-time wind data fed into farm control systems, and individual turbines are limited in their response to rapidly changing wind conditions. The result can be damage to the turbines and a decrease in overall wind farm efficiency.

The proposal titled "Building the Foundation for Smart Wind Farms through First-Order Controls Opportunities based on Real-Time Observations of Complex Flows" will utilize both TTUKa radars, with the study to last three years, Schroeder said.

Hirth said the radar measurements will provide accurate and timely wind maps which can be used in real time to transform how wind farms operate to ultimately improve their performance.

They will also track what happens to the flow field through wind farms when wind farm operators adjust the turbine's angle and rotation in reaction to wind events.

"This is an exciting opportunity for Texas Tech to remain on the forefront of wind energy research," Hirth said. "It's a unique opportunity to collaborate with industry to develop the first generation of smart wind farms."

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Office of Communications and Marketing

An EEO/Affirmative Action Institution

CONTACT: Brian Hirth, research professor, National Wind Institute, Texas Tech University, (806) 834-0717 or brian.hirth@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 20, 2013

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
(806) 834-2693

Texas Tech Professor Earns Teacher of the Year Honor

Education professor takes award for teachers of Spanish and Portuguese.

A Texas Tech University professor has been named Teacher of the Year by an international organization.

Comfort Pratt, professor of bilingual education and diversity studies, and secondary education in the College of Education was named Outstanding Teacher of the Year, College and University Level, at the 95th Annual Conference of the American Association of Teachers of Spanish and Portuguese held in July in San Antonio. The title included a plaque, a certificate and a cash award.

The American Association of Teachers of Spanish and Portuguese is an international association that includes teachers of Spanish and Portuguese and all others interested in these languages from all over the world. It promotes the study and teaching of the Spanish and Portuguese languages and their corresponding literatures and cultures at all levels of education. It also encourages, supports and directs programs and research projects involving the exchange of pedagogical and scholarly information.

Every year, nominations are sent from all over the world to the national office for the highly competitive Teacher of the Year Award. One person is selected for each level of elementary, secondary and college/university.

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

CONTACT: Comfort Pratt, professor, College of Education, Texas Tech University,
(806) 742-1997 ext. 237 or c.pratt@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 21, 2013

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

National Wind Institute Named to PopSci's Top 10 Most Awesome College Labs

Texas Tech University's National Wind Institute (NWI) is listed in Popular Science magazine as one of the "most awesome" places to pursue science in the United States.

The article titled "The 10 Most Awesome College Labs of 2013" invites readers to consider a lab where research meets white-knuckled adventure. Texas Tech appears as image 4 of 10 in the [photo gallery](#), and depicts graduate students from the NWI at the Debris Impact Facility as they fire two-by-fours at structures ([video](#)) to simulate the ravages of Mother Nature. Information gathered here has led to building designs that can better withstand hurricanes or tornadoes.

The article also makes reference to the portable StickNet weather stations used by the NWI research team to take valuable measurements from hurricanes and thunderstorms; and two graduate students who worked on a Federal Emergency Management Agency-funded project to assess how storm shelters held up in the EF-5 tornado that devastated Moore, Okla. in May.

"Texas Tech has been a global leader in wind-related research and education for decades," said John Schroeder, director of NWI. "Our doctoral program is one-of-a-kind, and our graduates are in demand."

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

CONTACT: John Schroeder, director, National Wind Institute, Texas Tech University, (806) 834-5678, or john.schroeder@ttu.edu.



TEXAS TECH UNIVERSITY™

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 23, 2013

CONTACT: Callie Jones, callie.jones@ttu.edu
(806) 742-2136

Texas Tech Named Top School for ROI

Texas Tech University was recently named number 28 in the country for “Affordable Colleges with High Returns” by AffordableCollegesOnline.org.

Out of 875 schools that met certain criteria, including 4-year tuition of less than \$40,000, Texas Tech was ranked number 28 with a 30-year return on investment (ROI) computed at \$328,000.

“We are certainly proud of the opportunities afforded to our alumni,” said Texas Tech President M. Duane Nellis. “The recent decision by the Board of Regents to freeze tuition for this school year emphasizes the need for quality higher education that doesn’t become a life-long burden on alumni, but rather opens doors and assures success. Texas Tech’s high ROI reflects Texas Tech’s commitment to our students and alumni.”

The list was compiled with information from NCES, IPEDS, Carnegie and Payscale.com.

Tuition for the 2013-2014 school year is \$7,517.

“Texas Tech offers accessible education without sacrificing quality,” said Chancellor Kent Hance. “Our alumni succeed in all disciplines, and I am proud that our graduates can look forward to countless opportunities to excel rather than the dread of financial struggle.”

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

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 23, 2013

CONTACT: Callie Jones, callie.jones@ttu.edu
(806) 742-2136

Texas Tech Number Three in Nation for Happy Employees

Texas Tech University was recently ranked No. 3 in the nation for having the “Happiest Employees,” according to a recent article by [CareerBliss](#).

“Texas Tech would not be what it is without the support of the thousands of faculty, staff and student employees who support our mission of educating students,” said Texas Tech President M. Duane Nellis. “We are thrilled to be ranked so high, and we will strive to continue to provide a happy and healthy working environment for all our fellow Red Raiders.”

Texas Tech’s “overall BlissScore” was 4.37 out of 5. Only Auburn University and Carnegie Mellon University out-performed Texas Tech. The rankings were based on reviews submitted to CareerBliss.com by university employees.

“This recognition is a tribute to the outstanding faculty and staff who advance our campus each day,” said Chancellor Kent Hance. “Texas Tech not only offers an outstanding education, but a great work environment, and we are grateful to have such exceptional individuals on our team.”

According to the website, the data used evaluates the key factors that affect work happiness including: work-life balance, one’s relationship with his/her boss and co-workers, work environment, job resources, compensation, growth opportunities, company culture, company reputation, daily tasks and job control over work performed on a daily basis. The data accounts for how an employee values each factor.

“Our unique data offers students and faculty a chance to see what factors drive happiness at work within the university system,” said Heidi Golledge, CEO and co-founder of CareerBliss. “CareerBliss recognizes those universities that excel in providing a happy work culture.”

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

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 27, 2013

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

National Petroleum Day: A Live Look at the Future of the Industry at Texas Tech Live webcam provides glimpse of new building under construction.

The Bob L. Herd Department of Petroleum Engineering has a bright future at Texas Tech University, and on this National Petroleum Day (Aug. 27), anyone can catch a glimpse from anywhere in the world. The day is observed annually to raise awareness for the impact petroleum has had on life as we know it.

Talk of oil prices and production top the news daily, and the International Energy Agency estimates the U.S. could become the world's biggest oil producer by 2020 or sooner. With this oil boom, Texas Tech's Whitacre College of Engineering welcomes a new era in petroleum engineering and operations education.

Texas Tech's petroleum engineering department already is one of the largest in the country, but may increase after the opening of a new \$20 million facility, with 40,000 square feet of modern classroom and research space, where students will learn techniques in a hands-on environment. The new building, featuring the new Apache Upstream Research Center, is scheduled for completion in spring 2014.

The live [webcam](#) is provided and maintained by Texas Tech Facilities Planning and Construction.

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CONTACT: Marshall Watson, assistant professor and Roy Butler Chair and department chair, Bob L. Herd Department of Petroleum Engineering, Whitacre College of Engineering, Texas Tech University, (806) 742-3573 or marshall.watson@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: August 27, 2013

CONTACT: Lauren Kozlovsky, lauren.kozlovsky@ttu.edu
(806) 742-2136

Texas Tech English Professor Named Assistant Chair of Prominent Conference

Texas Tech University Professor Joyce Carter will hold the assistant chair of the College on Conference Composition and Communication (CCCC) to prepare for the 2015 conference.

As a part of the National Council of Teachers of English (NCTE), the CCCC is the premiere conference for scholars in writing studies. Its mission is to promote the teaching and study of college composition by supporting a wide range of research, working to enhance college composition, promote professional development and act as an advocate for language and literacy education nationally and internationally.

The conference is held every March in a different location and more than 3,300 members attend. The next conference will be March 2014 in Indianapolis.

Carter is making a four-year commitment to the CCCC. She will start as assistant chair, move to associate chair, then preside over the organization as chair and finally serve as immediate past chair in 2017 to end her term.

"I am already at work for the conference in 2015," Carter said. "As assistant chair, I build the conference, pick the theme, contact staff from the NCTE to make sure accommodations are right, invite keynote speakers and read through all 1,500 proposals to pick the ones that are going to be in the conference."

After her first year as assistant chair, she will then run the conference in Tampa, Fla. in 2015 as associate chair.

Carter will begin the bulk of her work for the position in the spring. The NCTE has awarded a budget of \$45,000 to build the conference and the funds to hire a graduate assistant to help for this four-year commitment.

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

CONTACT: Joyce Carter, associate professor, Department of English, Texas Tech University, (806) 742-2501, or joyce.carter@ttu.edu.



TEXAS TECH UNIVERSITY™

News Release

FOR IMMEDIATE RELEASE

DATE: August 29, 2013

CONTACT: Megan Ketterer, megan.ketterer@ttu.edu
(806) 742-2136

Looking Back at Diverse Texas Tech Awards and Rankings

From helping first-generation college students succeed in school to building cutting edge science labs to an exceptional online eLearning program, Texas Tech University continued to rise last year in varied areas of academia.

“Among the characteristics that drew me to Texas Tech is the success of the many academic programs at the university,” said M. Duane Nellis, Texas Tech President. “We have great leaders and a diligent faculty and staff working to ensure we continue moving on an upward trajectory and not resting on our laurels. These are wonderful recognitions of our accomplishments, but we are just getting started.”

Most recently Texas Tech was named ‘Best in the West’ by the Princeton Review. The university was selected as one of 124 institutions in the website feature, “2014 Best Colleges: Region by Region.” The Princeton Review compiles its lists by asking students attending the schools to rate their own schools on several issues. [Read more.](#)

In May, Texas Tech was named one of the six best colleges to attend for first-generation college (FGC) students, according to The Best Colleges Website. With programs like Mentor Tech and PEGASUS (Pioneers in Education: Generations Achieving Scholarship and Unprecedented Success), a support system is given to FGC students at Texas Tech. [Read more.](#)

Other recognitions include:

- Texas Tech received top marks in high degree attainment by Hispanic and African-American students according to a study done by The Education Trust. [Read more.](#)
- The university’s online eLearning program ranked 11th overall among online colleges according to SR Education Group’s flagship site, Guide to Online Schools. [Read more.](#)
- A report done by the American Institute for Economic Research ranked Lubbock 11th among best cities for college students in small metros, finishing ahead of Killeen; Santa Barbara, Calif.; Lexington, Ky.; and Honolulu. [Read more.](#)
- Texas Tech was named to the 2013 President’s Higher Education Community Service Honor Roll by the Corporation for National and Community Service. [Read more.](#)

- AffordableCollegesOnline.org named Texas Tech one of the country's most affordable large public universities in its 2013 "Most Affordable Colleges" rankings. [Read more.](#)
- Texas Tech was listed at number six on Business Insider's 25 Most Underrated Colleges list. [Read more.](#)
- Texas Tech's National Wind Institute is listed in Popular Science magazine as one of the "most awesome" places to pursue science in the United States. [Read more.](#)
- The university ranked No. 3 in the nation for having the "Happiest Employees," according to an article by CareerBliss. [Read more.](#)

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 29, 2013

CONTACT: Megan Ketterer, megan.ketterer@ttu.edu
(806) 742-2136

Presidential Lecture & Performance Series Announces 2013-2014 Lineup

Texas Tech University's College of Visual and Performing Arts announced its 2013-2014 Presidential Lecture & Performance Series events.

"The series enhances the cultural landscape not only of Texas Tech, but also the Lubbock community," said Jo Moore, series administrator. "It's going to be an eclectic and interesting season, presenting an amazing opportunity for the South Plains to experience outstanding world class performers."

Tony Kushner, a Pulitzer Prize-winning playwright of "Angels in America," begins the series 7 p.m. Oct. 25 in the Allen Theatre on Texas Tech campus. Kushner is an Academy Award-nominated screenwriter for Steven Spielberg's "Lincoln" and is a 2012 National Medal of Arts recipient.

The event, titled "A Conversation with Tony Kushner," will be facilitated by Mark Charney, chair of the Department of Theater and Dance.

Performing Nov. 15 will be the avant-garde string quartet Sweet Plantain. The group specializes in genre blurring, fusing Latin, classical, jazz, hip-hop and improvisational music. The musicians blend the classical traditions they were trained in with hip-hop, jazz, and Latin rhythms to give voice to a sound that is contemporary and multicultural.

The spring season begins with the nationally acclaimed dance company Parsons Dance Feb. 14. Under the direction of dancer and choreography David Parsons, Parsons Dance has a collection of more than 80 American works. The company has been featured on PBS, Bravo, A&E Network and the Discovery Channel.

Anonymous 4, a female cappella quartet, known for their ensemble singing, performs March 25. The quartet recently celebrated their 25th anniversary and has made 21 best-selling recordings.

Closing the 2013-2014 season is PoemJazz at 7 p.m. April 25. The evening includes poetry and live jazz with three time Poet Laureate Robert Pinsky and Grammy award-winning jazz pianist Laurence Hobgood.

All lectures and performances are at 7 p.m. in the Allen Theatre on Texas Tech campus. General admission individual tickets are \$18 and are available through all Select-A-Seat

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locations. Call (806) 770-2000 or visit www.selectaseatlubbock.com for more information. Season tickets can be purchased for \$75.

Texas Tech students receive one free ticket for each event with a valid Texas Tech ID at the Student Union information booth located at the entrance to the Allen Theatre.

Community outreach for these programs was funded in part by the Sybil B. Harrington Endowment for the Arts of the Lubbock Area Foundation.

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

CONTACT: Jo Moore, administrator, Presidential Lecture and Performance Series, College of Visual and Performing Arts, Texas Tech University, (806) 742-0700, or jo.moore@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: August 29, 2013

CONTACT: Lauren Kozlovsky, lauren.kozlovsky@ttu.edu
(806) 742-2136

Texas Tech Named 2013 Cool School

For the second year in a row, Texas Tech University was named one of the top sustainability performers in Sierra Magazine's 2013 "Cool Schools" rankings.

Texas Tech is the highest ranking Big 12 institution represented on the list.

"Texas Tech takes a lot of pride in its campus-wide sustainability efforts, so it is truly an honor to be recognized for that," said Texas Tech President M. Duane Nellis. "The Office of Sustainability does an outstanding job of coordinating our efforts, and this recognition also is a testament to the many faculty, staff and students who participate in sustainable practices."

The "Cool Schools" rankings rates universities on their overall sustainability efforts. Schools are rated in 11 categories on a scale of 1,000 possible points and universities must score at least 100 to qualify as a cool school. The scoring is based on the Association for the Advancement of Sustainability in Higher Education STARS system.

"The information provided from the list gave insight to previously unrecognizable sustainability efforts and has resulted in many improvements," said Brad Johnson, coordinator for the Office of Sustainability. "There is not a single department who isn't working hard to improve the overall well-being of the university."

The Office of Sustainability plans to highlight, focus and better coordinate overall campus efforts. Those efforts include several efficiency projects and the recently announced campus-wide SustainTECH sustainability partnership program.

The complete 2013 Sierra Magazine "Cool Schools" list: www.sierraclub.org/sierra/201309/cool_schools/complete_rankings.aspx

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CONTACT: Brad Johnson, sustainability coordinator and operations division, Office of Sustainability, Texas Tech University, (806) 834-5215, or bradly.johnson@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 29, 2013

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

Texas Tech, Texas A&M, Private Donors Play Key Roles in Largest Quail Disease Decline Study Ever Undertaken

In June of 2010, Texas ranch owner and quail hunter Rick Snipes said he heard so many bobwhite quail calling in the mornings that he couldn't even tell how many were in the area. It seemed he could expect excellent hunting by October.

That never happened.

By August, the silence was deafening. Snipes found about five birds for every hundred he had seen before. Other ranchers in the Rolling Plains around him had lost their birds, too. That meant big economic losses for this area and others that depend on the income generated by hunting.

This forensic mystery culminated into a historic effort dubbed "Operation Idiopathic Decline" to examine the role of diseases and parasites in the decline of quail. The foundation associated the Rolling Plains Quail Research Ranch (RPQRR) has donated a total of \$2.75 million in private funding to the project. About half the proceeds have gone to The Institute of Environmental and Human Health (TIEHH) at Texas Tech University.

In this study – the largest quail disease research project ever undertaken – scientists at Texas Tech, Texas A&M and Texas A&M-Kingsville began looking for answers on 35 ranches or wildlife management areas located in 25 counties in West Texas and 10 in Western Oklahoma, as well as at the RPQRR's 4,700-acre ranch near Roby. Project organizers estimate the total coverage area of this study includes about 19 million acres of land.

In the past two years, scientists have collected data from 1,240 birds. While the answers still remain elusive, some of the factors they already have discovered have surprised scientists and landowners alike.

In 2010, Texas Tech formed another quail research project called the Quail-Tech Alliance, a five-year, \$1.25 million study. Scientists with this project hope to discover reasons for the area's quail decline as well as develop new methods for landowners enrolled in the project to use to stabilize, maintain and even increase quail populations, said Brad Dabbert, research project manager and an associate professor at Texas Tech's Department of Natural Resources Management (NRM).

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The Quail-Tech Alliance is a partnership between Texas Tech's NRM and Quail First, a nonprofit organization.

For more on Operation Idiopathic Decline, visit <http://today.ttu.edu/2013/08/where-have-the-quail-gone/>.

For more on Quail-Tech, visit <http://today.ttu.edu/2013/08/quail-tech-alliance-seeks-to-increase-quail-populations/>.

Watch the video <http://www.youtube.com/watch?v=y80TxiNcPmI>.

For more information on the OID project see <http://www.youtube.com/watch?v=Djo5gzDjA2w>.

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CONTACT: Steve Presley, associate professor, Department of Environmental Toxicology, The Institute of Environmental and Human Health, (806) 885-4567 or steve.presley@tiehh.ttu.edu; Ron Kendall, professor of environmental Toxicology, TIEHH, Texas Tech University, (806) 885-0238 or ron.kendall@tiehh.ttu.edu; Dale Rollins, director, Rolling Plains Quail Research Ranch, (325) 653-4576 or d_rollins@tamu.edu; Rick Snipes, ranch owner, rsnipes@hughes.net.



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News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 29, 2013

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
(806) 742-2136

Texas Tech's Raider Red to Defend National Championship Mascot Contest Capital One Mascot Challenge 2013 voting opens today.

Raider Red, Texas Tech University's costumed mascot, and the reigning Capital One National Mascot of the Year, will defend his title beginning today (Aug. 29) in the [2013 Capital One Mascot Challenge](#).

Last year's win against 15 other collegiate mascots netted Texas Tech's mascot program a \$20,000 scholarship. The grand prize remains the same for the new voting season.

This year's competition pits Red against mascots from the University of Arizona, Boston College, Colorado State University, East Carolina University, Louisiana State University, Michigan State University, the University of Montana, the University of Kansas, the University of Oregon, South Florida University, the University of Tennessee, the University of Toledo, Virginia Tech University, the University of Wisconsin and Western Kentucky University.

The upcoming contest also features new challenges involving Facebook and Twitter. Aside from the previous 'click-and-vote' option on capitalonebowl.com, Capital One is providing fans two additional ways to support their favorite mascot. Fans can show love for their mascot by completing the weekly 25-point challenge by posting something witty on Facebook or Twitter. A weekly 100-point challenge is a true test of mascot pride; upload a photo or video as evidence and Capital One will add 100 points to that mascot's total.

In 2012 Red took second place out of 16 mascots in regular-season voting to contend for the most votes nationwide; he then faced the first-place and undefeated Cocky the Gamecock from the University of South Carolina in the final round.

The Capital One National Mascot of the Year is determined by Internet voting and additional social media challenges. Twelve weeks of regular-season voting end Nov. 24 with playoffs beginning the following day, including quarter-final, semi-final and championship voting weeks. The winner will be announced during the 2014 Capital One Bowl (Jan. 1). Each of the 2013 participants also will receive \$5,000 for their university mascot program.

Vote at www.capitalonebowl.com or on Twitter with #CapitalOneRaiderRed.

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Fans can follow Raider Red on Facebook.com/TTURaiderRed and Twitter @TTURaiderRed.

The 16 contestants are selected by a panel of judges from Capital One from among the mascot entries received from all eligible NCAA Football Bowl Subdivision and Football Championship Subdivision schools.

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CONTACT: Bruce Bills, cheer and mascot coach, Center for Campus Life, Texas Tech University, (806) 742-5433 or bruce.bills@ttu.edu.

News Release

FOR IMMEDIATE RELEASE

DATE: August 29, 2013

CONTACT: Dailey Fuller, dailey.fuller@ttue.edu
806-742-0057

Thomasson Promoted to Associate Vice Chancellor for Corporate Engagement

Russell Thomasson, chief of staff and counsel to the Texas Tech University System chancellor, will join the Office of Research and Commercialization, effective Sept. 1, as associate vice chancellor of corporate engagement.

In this role, Thomasson will facilitate research and education opportunities between TTU System institutions and industry leaders.

“Corporate-sponsored research at universities across the country is growing at a faster rate than federal and state sources of funding and is critical to our continued growth,” said Jodey Arrington, vice chancellor for research and commercialization. “Russell’s leadership qualities, negotiation skills and knowledge of the people and programs at Texas Tech will be invaluable to our success in this area.”

Thomasson has been engaged in corporate outreach for almost seven years in various capacities while serving the chancellor. As chief of staff, he helped negotiate agreements with Club Corp, which services the Texas Tech Club; Ovations, the concessions vendor for Jones AT&T Stadium and United Spirit Arena; Coca-Cola, which serves as a system-wide sponsor; and Learfield Communications, which handles advertising sales for Texas Tech Athletics; among numerous other agreements.

“As chairman of the National Institute for Renewable Energy, Russell has been instrumental in leading our efforts to become the industry’s go-to university for wind energy research and innovation,” said Chancellor Kent Hance.

Michael Gilbert, head of Global Breeding and Trait Development at Bayer CropScience said, “We have a close working relationship with Texas Tech University System and have always found success in our public-private collaboration. It is very important to have a business advocate to navigate through the unique aspects and challenges of the academic process and procedure. We are pleased to learn that Russell Thomasson will lead the Office of Corporate Engagement and look forward to working closely with him as we continue our partnership.”

Joseph Rallo, vice chancellor for academic affairs, will assume the duties of chief of staff.

Prior to joining the Office of the Chancellor, Thomasson practiced law with the firm of Field, Manning, Stone, Hawthorne and Aycock, P.C.

Thomasson earned a bachelor's degree in accounting from Texas Tech and received his law degree from the University of Texas School of Law.

CONTACT: Robert Giovannetti, associate vice chancellor, Office of Communications & Marketing, Texas Tech University System, (806) 742-0057, robert.giovannetti@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 30, 2013

CONTACT: Grace Acuna, grace.acuna@ttu.edu
(806) 742-2136

Texas Tech Announces Partnership Agreement with Technology Marketing Organization

The university will become an affiliate partner with the Center for Innovation

Texas Tech University has agreed in principle to partner with the Center for Innovation, an organization with goals to commercialize the technology in advanced research studies. The two organizations met in Arlington on Friday and details of the partnership are expected to be finalized at a later date.

The Center for Innovation (CFI) was established in 2001 by the Arlington Chamber of Commerce Foundation to serve as a catalyst for technology-led economic development.

“Creating partnerships and synergies with external organizations are vital to our success as a national leading research university,” said Texas Tech President M. Duane Nellis. “We are proud to enter into this agreement with the Center for Innovation and the Arlington Chamber and its members and look forward to a successful and collaborative association.”

This partnership, along with 18 others like it, will focus on the development of TechComm, a national and multiagency approach to effectively communicate lab results to the marketplace in order to commercialize advanced technology. TechComm represents nine federal agencies and has more than 300 labs dedicated to research.

“The CFI was pleased to welcome both Texas Tech’s distinguished scientists and scholars and the university to the center’s prestigious affiliate partner network,” said Wes Jurey, president and CEO of the center. “The new relationship will provide Texas Tech access to CFI’s research and technology partnerships, representing 334 federal labs, and network of research-oriented universities and industry partners. As an intermediary for relevant licensing and invention technologies, CFI anticipates playing an important role in the commercialization of new technologies and other business opportunities in support of Texas Tech.”

In the past Texas Tech brought in more than \$200 million in research and development and more than 80 new technologies annually to its partners.

“Technology commercialization is a team sport and we look forward to working with the Arlington Chamber and its center members – both public and private – to accelerate innovation and the transfer of technology back to taxpayers who provide the support for

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public universities such as ourselves,” said Jodey C. Arrington, Texas Tech’s vice chancellor for Research, Commercialization, and Federal Relations.

Texas Tech aligns with an organization committed to fostering collaboration among the nation’s federal labs and research universities, and the venture capital industry; resulting in greater affordability, reliability and efficiency for consumers.

“Our relationship with the center and the City of Arlington will further enhance our well-established relationships with federal labs, research universities and industry in a city that is home to so many of our students and accomplished alumni,” said Kent Hance, chancellor of the Texas Tech University System.

The Center for Innovation operates 334 labs, spends \$140 billion annually on research, employs more than 100,000 federal researchers and scientists, with more than 40,000 patents available for license by business and industry for their use, manufacture or production.

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Web Only

A New Habitat for All

New students volunteer with Habitat for Humanity during Welcome Week.

Throughout Welcome Week, the period between freshman move-in and the beginning of classes, new students were introduced to campus and the Lubbock community in a variety of ways.

However, certain students had a unique impact on one Lubbock family by participating in the construction of [Habitat for Humanity's](#) 127th home in the Lubbock area.

"It's a pretty awesome experience," said Texas Tech junior and co-president of Tech Habitat Angie Fealy. "It's one of the first hands-on things you get to do at Texas Tech. You get to see your hard work actually doing something for the community."

Throughout the week, student volunteers helped pour cement, saw wood and construct the framing of a house in North Lubbock that will eventually be owned by Asya Harris, a Lubbock woman who has been active with Habitat for Humanity and meets the criteria to become a Habitat homeowner.

Building costs were sponsored by a grant from the CH Foundation and First United Methodist Church. Tech Habitat regularly contributes manpower to the Habitat construction sites during Saturday "builds."

However, Welcome Week provides a special opportunity for new students to get involved.

Ariel Brown, a senior public relations major currently interning with Lubbock Habitat, said students came in groups of up to 20 and each group had a full slate of student volunteers throughout the week.

"We've heard a lot from students who want to come out and learn what we do as a non-profit," Brown said.

Freshman Alvin Matthew said the project creates a sense of pride he feels for Texas Tech by contributing to a greater good.

"Knowing I helped out before school even started gives me extra confidence," Matthew said. "Just starting in the first week gives me a mentality to push through anything I set my mind to."

Tech Habitat is one of the largest student organizations on campus. They send students every Saturday to help build Lubbock homes and some members come so often the construction crews know the students personally.

Welcome Week serves as a major recruitment tool for the organization.

Fealy said she first became involved with Tech Habitat after participating in Welcome Week as a new student.

“Now I understand the entire process: start with the slab, build up from there, put the insulation down, install the floors,” Fealey said. “I just get to see the entire process built from the ground up.”

Even though Welcome Week is over, Tech Habitat will continue working on the project until December, when the home is complete. Next semester, the student organization will donate their spring break to building a home outside of Texas.

“Personally, I never had to deal with poverty,” Fealey said. “I always had food on the table; I always had a roof over my head; I always had clothes on my back. But people are struggling just to get the next meal or living paycheck to paycheck. I think it’s awesome we can provide them with just one fundamental aspect of their life.”



Web Only

Back to School Fiesta Prepares Families for 2012-2013 School Year

Local students and families learn about higher education opportunities at Texas Tech while preparing for new school year.

By Callie Jones

More than 3,000 Lubbock-area youth and their families are more prepared for the 2013-2014 school year, after attending the 13th Annual Back to School Fiesta on Saturday at Texas Tech University.

The event was held at the Student Union Building on the Texas Tech campus. Hosted by the Office of Community Engagement, the event provided free school supplies, college resources, free food and entertainment for members of the Lubbock community. Families were also provided with educational information on topics ranging from college admissions and financial aid, financial planning, childcare resources, and health, wellness and nutrition.

More than 45 organizations and entities participated as partners and hosted tables and booths. Interactive activities for children included a rock climbing wall by the YWCA, a demonstration on 3-D printers by RoboRaiders, chess lessons by the Texas Tech University Chess Program, and a balloon animal giveaway with Mr. Gatti's Pizza. Entertainment was provided by DJ Matador, the Hogg Maulies, DeVenue Dance, and Hub City Performing Arts.

"Every year this event continues to evolve and we are thrilled with the turnout and with the opportunity to introduce Texas Tech University to so many students and families," said Heather Martinez, associate director of the Office of Community Engagement and chair of the event.

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Eye on the Birdie: West Texas Quail Numbers Mysteriously Plummet in 2010 Prompting the Largest Quail Disease Research Project in the U.S.

By John Davis

The well-worn, topless Jeep pulls out of the carport by the horse barn and starts down a dirt trail flanked by sage and mesquite.

As the wheels bounce over the sandy terrain of his 6,000-acre quail ranch in Stonewall County, Rick Snipes starts out seeking the familiar and iconic bird call. The ranch sits in an area known for some of the nation's best quail hunting.

Only 7:30 a.m., and already the air hangs heavy with heat on this bright, June morning in West Texas – a harbinger of the strangling temperature to come. Weathermen have warned to prepare for 105 degrees on this day, and Snipes wonders how lucky the group will be at tracking its quarry.

He pulls into a meadow and shuts off the engine. Sitting silent for a bit, the bird rings out and heads turn to detect its location.

“Bob-white!”

“That’s a beautiful sound,” Snipes says as he scans the ground. The call is close, and the brown-and-white bird appears from the grass close to the Jeep. Numbers have improved slowly this summer, both on his ranch and in other parts of the state. But they’re still nowhere near the anticipated bumper crop of 2010 that seemed to almost vanish prior to the opening day of hunting season.

In June of that year, Snipes said so many quail called in the mornings that he couldn’t even tell how many were in the area. For the past 20 years, the former insurance executive cleaned up his over-grazed patch of Big Country and sculpted it into the perfect quail habitat. It seemed all his hard work paid off, and he awaited an excellent hunting season by October.

That never happened.

By August, the silence was deafening. The bobwhite had evacuated Snipes’ feathered Eden. Stumped and concerned, he checked with other ranchers around him. They, too, had lost their birds. It made no sense, he said, because his carefully planned ranch had sustained so many bobwhites only a few months prior.

Soon, hunters, landowners and state officials realized they had a population crisis on their hands. Throughout the Plains region of Texas, Western Oklahoma and even into Kansas, quail had flown the coop. Some estimated between 70 and 90 percent of bobwhites had disappeared.

Not only did this mean bad news for the birds, but also rural areas that cash in during quail season would feel the negative economic impact. Quail hunters in Texas spent an average of \$8,600 dollars in pursuit of quail in 2010, and half of that was spent in the destination county, according to a Texas A&M Agrilife Extension survey of quail hunters in Texas.

The Rolling Plains Quail Research Ranch (RPQRR), of which Snipes was a founding member and is now the current president, responded to the crisis. The ranch's foundation receives private donations from quail hunters and Park Cities Quail, a Dallas-based conservation organization.

The organization originally was conceived to fund science that would help landowners better manage the quail on their property. Then, studies done in 2009 and 2010 at the research ranch found high levels of parasitic worms prior to and during the population decline. That prompted the ranch's foundation to recruit scientists from Texas Tech, Texas A&M and Texas A&M-Kingsville Universities to discover other possible causes that might play a role.

This culminated in a historic effort to examine the role of diseases and parasites in the decline of quail.

Dubbed "Operation Idiopathic Decline" as a nod to doctor-speak for a decline of "unknown cause," the ranch's foundation has given a total of \$2.75 million to fund the project. About half the proceeds have gone to The Institute of Environmental and Human Health (TIEHH) at Texas Tech.

Scientists began looking for answers on 35 ranches or wildlife management areas located in 25 counties in West Texas and 10 in Western Oklahoma, as well as at the RPQRR's 4,700-acre ranch near Roby. Project organizers estimate the total coverage area of this study includes about 19 million acres of land.

In the past two years, scientists have collected data from 1,240 birds. While the answer still remains elusive, some of the factors they discovered in the largest quail research project ever undertaken have surprised them and landowners alike.

The good news is that populations in most areas have appeared to make a small rebound during the summer of 2013, the scientists say. Results from this summer's collections and research could be the most telling of the three-year effort.

Love of the Hunt

For Snipes, nothing beats quail hunting. Inside his home, photos and paintings of bird dogs line the walls. On one table, a lifelike carving made from one piece of wood portrays a hawk sitting on a fence post, quail in talon.

"Most of the people whose friendship I really value I met through a dog, a bird or a shotgun," Snipes jokes as he sits in the shade of his porch.

For him, it's not so much about the bird as it is about the hunt and the relationship between man and dog. Snipes also raises bird dogs and has a kennel with 10 pointers and one setter.

"The magic for a quail hunter is the dog," he said. "The bobwhite has an endearing characteristic, which is that it usually will hold for the dog. Bobwhites exist in a covey. So when you find one, you find 15 or 20, and they behave for a bird dog and that is what makes the bobwhite special."

Reared in South Carolina, Snipes grew up hunting quail. That was back when quail populated the state in numbers large enough to be hunted, though. Since that time, the birds have vanished due to human encroachment and habitat change.

That loss of habitat and hunting opportunity is what drove Snipes and his wife to buy a ranch in the Rolling Plains of Texas. Here, save for the barbed wire, cattle and loss of the buffalo, the land has remained relatively unchanged, and vast numbers of the birds thrived.

"The ranch, when we first bought it, was probably typical of West Texas ranches in the Rolling Plains in that it was characterized by 'subsistence agriculture,'" Snipes said. "It was radically overgrazed and overgrown with brush in certain places. But at the same time, birds were everywhere. What that tells you is that we were living in a rainy period. A nice rainy spring forgives almost all poor land management, it seems. What we did was look at the ranch and say, 'What can we do to make it a better habitat for quail and for people?'"

He started by taking every cow off the land for six years and allowed the native grasses to flourish. He thinned some of the brush, which in turn freed up more water for the grasses. Then, he kept a small herd of cattle to graze at high intensity for short periods to emulate buffalo.

The practices worked amazingly well, he said.

"The number of birds on this ranch defy belief most of the time," he said. "From 2001 to 2008, we averaged finding five coveys an hour in good weather or bad weather, and the birds were eating purely natural feed. That is remarkable in this day and time."

For 2010, it looked like an unprecedented crop of birds inhabited Snipes' ranch. Each morning the air rang with their calls, and Snipes couldn't wait for hunting season.

"By September, we had no birds to speak of," he said. "For every 100 birds we expected to have, we had four or five birds. So we said to ourselves, like anyone would, 'What in the world happened here?' Rather than just being quail hunters who owned a ranch, we were fortunate enough to be in the position to do some research. We knew for sure it wasn't habitat, we knew for sure it wasn't weather, so what was left was disease or parasites."

Call to Action

Dale Rollins, director of the RPQRR and a professor with Texas Agrilife Research, sits in the back of the Jeep and mimics the distress call of a fledgling bobwhite.

The former national quail-calling champion waits less than a minute before a male comes to investigate. Puffing up to protect his young, the bird approaches the vehicle closely looking for the problem.

These birds aren't just specimens to him, but part of a way of life, he said. Rollins has researched the birds since 1978.

"I was raised in Southwestern Oklahoma," Rollins said. "One of my earliest memories of quail is when I was just 5 years old. We lived south of Hollis, and about this time of year, there was a bobwhite quail whistling its iconic song. My mother said, 'You hear that? That bird calls its name. 'Bob-white.' And it's been calling to me for the last 53 years. They were the only game we had in Southwestern Oklahoma at that time. So, my personal life and my professional life have been guided by quail and quail hunting. I find myself as a researcher that is a hunter first and researcher second. The same skills can make you a good hunter and researcher."

Sustaining quail populations in West Texas served as the impetus for creating the RPQRR, he said. Established in 2007 while quail numbers in the region were still high, the assembly of landowners and quail hunters realized the overall decades-long population declines from the Atlantic Coast to East Texas served as a cautionary tale.

In their 2007 State of Birds report, the National Audubon Society ranked the northern bobwhite quail at No. 1 on a list of common birds in decline, citing an 82 percent drop from 31 million birds in 1967 to about 5.5 million at the time.

In Texas, the bobwhite decline averaged 5.6 percent a year between 1980 and 2003, with a loss of 75 percent. Blue quail have declined 66 percent during the same period with a 2.9 percent loss per year.

Quail hunting and hunters in Texas also have declined precipitously with only 50,000 hunters bagging about 500,000 quail in 2010 compared to 98 million birds bagged by 321,000 hunters in 1960, according to the Texas Parks & Wildlife Department.

The research ranch, formed in the nick of time it would seem, serves as a laboratory to devise and evaluate land management schemes aimed at enhancing bobwhite abundance.

When the RPQRR began operating, Rollins and others worked on the various factors that affect quail health. The team studied the impacts on quail caused by small mammal populations, insect populations, predators and other factors.

"We wanted to learn what happens to the quail system," he said. "When you pull on one of the quail 'strings,' what happens to the others? All of them are intricately interwoven. The research

ranch is unlike any other property in the U.S. because it is dedicated solely to the research of bobwhite quail. Everything here points to quail.”

Then the crash came, and the team was stumped. The drought in 2009 could have contributed to some decline, but the rains of 2010 seemed to have revived population counts. It did for a time, he said. Then the bottom dropped out. People began calling Rollins by December, saying they had found dead quail on their properties.

“Finding a dead quail out in the pasture is a little like finding a needle in a haystack,” he said. “They don’t last very long. I probably got 10 reports of folks finding a dead quail that December. That raised our antennae that maybe it was happening more than we think.”

Forensic Findings

With the number of birds plummeting, the RPQRR shifted gears and funded Operation Idiopathic Decline to discover some answers. In the project, researchers from TIEHH, RPQRR, Texas A&M and Texas A&M-Kingsville collect and share data with colleagues at other institutions.

Rollins said such a huge project could not have been accomplished without adequate funding, the academic expertise from the three universities and logistical support. Many landowners permitted scientists access to their lands for research. The Oklahoma Department of Wildlife Conservation proved a valuable partner for study sites in the Sooner State.

Normally, when researchers study population decline, the mantra is to look solely at the habitat.

However, Snipes, Rollins and others suspected more than environment had caused the rapid decline. Not every part of the state experienced the same problems from the drought. On Snipes’ ranch, where every available resource quail need still abounded, habitat shouldn’t have been the problem. The team wanted to discover if disease or toxicants might have played a role.

Snipes and Rollins met with Steve Presley, an associate professor of environmental toxicology, and Ron Kendall, director emeritus at TIEHH and professor of environmental toxicology. After touring the facility and discussing the scientific talent base available, Snipes said if Texas Tech would build the lab, the RPQRR would fund the program, donating \$550,000 into the lab itself.

TIEHH’s unique attributes as a lab dedicated to environmental toxicology made it the perfect place to study what may be impacting the quail, Snipes said.

“The lab at Texas Tech was a seismic advance from where we started,” he said. “A centralized receiving lab where sampling could be coordinated and tissue samples could be collected, catalogued, archived and disseminated to the researchers was essential.”

With RPQRR’s funding and a staff of three faculty, three staff members, 11 full-time graduate students and 18 additional researchers from different colleges participating, Kendall and Presley

said the quail lab made Operation Idiopathic Decline more focused and capable of finding answers.

“The quail populations in West Texas, which has been very important as a species of interest for hunting, have dropped precipitously over the last few years,” Kendall said. “We do not think it’s entirely habitat- or weather-related. We think it’s some parasite, disease, contaminant or something to cause such a dramatic drop. In some parts of the Rolling Plains of West Texas, there may be up to 90 percent or more drop in populations. Historically, this area has been one of the great bastions of quail populations in the nation and in Texas.”

Presley, a zoonotic disease researcher in charge of the central receiving lab and disease studies at TIEHH, said researchers at Texas Tech haven’t found a silver bullet yet. But they don’t expect to find just one. In 2009, scientists at Texas Tech discovered some quail populations had exposure to West Nile and Newcastle disease viruses. He suspects many factors culminated the decline.

“With this funding, we’re going to expand the scope on our quail population screening for diseases spread by insects and ticks,” he said. “Diseases, such as West Nile virus, may compromise quail health enough that they don’t reproduce as well or can’t escape predators as well. We’re going to expand our research to determine if quail decline is related to arthropod-borne disease.”

Senior scientists and graduate students trap and collect a vast array of data from bobwhites during August and October each year, Presley said. Most are weighed, measured and have blood drawn and other samples collected. About a quarter of birds sampled are sacrificed and flash-frozen for complete necropsy back at the central lab in Lubbock.

“The central lab has a fleet of mobile laboratory trailers that we send out with the teams,” he said. “All of the samples have a code to identify where they came from and the date collected. Sacrificed birds are necropsied at TIEHH to assess general physical internal condition. All the organs are extracted, examined and weighed.”

So far, scientists have found interesting evidence of lead, mercury and pesticide residue in some of the tissues, Kendall said. Heavy metals in the bodies of the quail could cause lowered immune systems. That, paired with parasites and viruses, could be responsible.

“Lead in the femur bone and mercury is being seen in some of the quail muscle tissue,” he said. “In many of the birds, we see the residues of DDE, which is the residual of DDT. These are some of the early signals of the things going on. One of the most interesting things that we’ve seen is the presence of eye worms, which are parasites that occupy the eyes of quail. What is interesting is that we see a significant number of the quail in the Rolling Plains with eye worms. In South Texas, almost none are seen. There are various investigations going on to see what this means. We’re getting reports of quail flying into fences and flying into buildings or hitting cars and a lot

of times we're seeing eye worms. These worms could impair the birds' ability to escape from a predator or find food."

Rollins said scientists also found high numbers of cecal worms in the lower gut of the quail. While these parasites aren't thought to be overly dangerous, the unusually high numbers found in birds from the study could impair digestion, especially in the winter.

More science is needed, Presley said, though he thinks the data collected will be able to answer what has caused the recent drastic population decline and also may help scientists understand the decades-long slope in quail numbers

"Operation Idiopathic Decline's initial phase was a three year survey to go out and trap quail, analyze tissue and then move to another phase of research," he said. "The ultimate goal is to try to identify what is causing the decline, what is causing it over the past 20 years. We want to look at it and determine if disease is playing a role. When we find that, then we can take the next step which is how can we limit that disease, toxicant or parasite. Once you know what the problem is, you can address it."

DATE: August 2013

CONTACT: James Hodgins, james.hodgins@ttu.edu
(806) 742-2136

Faculty and Staff Save Lunch Money with Dining Plans

Hospitality Services offers on-campus dining plans for faculty and staff with discounts.

Texas Tech Hospitality Services offers exclusive dining plans for faculty and staff members. There are three different plans, and each comes with a set discount that works at all hospitality dining locations.

The faculty and staff dining plans are as follows:

- Faculty/Staff Advantage: \$449 (12 percent discount)
- Faculty/Staff Plus: \$349 (9 percent discount)
- Faculty/Staff Basic: \$249 (7 percent discount)

The balance is placed on the employee's university ID card and can be used at more than 30 locations on campus. Alan Cushman, manager of business development at Hospitality Services, said it's easy for employees to find an option that's close to them.

"It's a great way to supplement meals," he said. "If they're on campus during lunchtime, which most people are, it's sometimes easier to get to a dining location than it is to walk to their car."

The balance rolls over semester to semester for as long as the person is employed at Texas Tech, so Cushman said they don't have to worry about not using all their money by a certain time. Once an employee gets low on funds, they can purchase another plan at any time and the remaining balance will roll over to the new plan. Employees can check their balance online or after each purchase.

In addition to the existing dining locations, Cushman said they are always working to improve dining options on campus. The all-you-care-to-eat location in the Horn/Knapp residence hall is being updated to offer unlimited fresh choices that include healthier options and food for special dietary needs. They have a full-time dietician who works with a chef to develop new menu items.

Cushman said the plans are popular among faculty and staff members because of their convenience and ease of use. He said many people who buy a plan continue to buy plans, and often end up purchasing a higher plan when they do.

"It's really a quick way for them to get in and out for lunch because they don't have to worry about walking to their car and leaving campus," he said. "It's also a quicker way to get through the lines without having to wait for change or a receipt."

Employees can either [sign up for dining plans online](#) or in person at the University ID office in the Student Union Building.

DATE: August 14, 2013

CONTACT: James Hodgins, james.hodgins@ttu.edu
(806) 742-2136

New Video Screen and Control Room Set to Improve Game Day Experience

Athletics upgraded all video equipment as part of the video screen project.

The new video screen at Jones AT&T Stadium may be the most visible upgrade for the upcoming football season, but it's not the only new piece of technology.

As part of the video screen project, Texas Tech Athletics also updated all the video equipment to support the new screen, going from standard definition analog video to high definition digital, said David Hougland, director of sports broadcasting.

"We completely updated everything," he said. "What we went from was 13 years old, and what we have now is state of the art."

The update covers everything from the control room to the graphics and the sound system to the cameras. The new control room will not only run the video screen at the football stadium, but also at the baseball stadium and the United Spirit Arena.

"The picture quality is going to be incredible," Hougland said. "The control room is the engine that puts the picture on the screen. You can have the best screen in any stadium, but if you don't have a control room to drive it, it doesn't matter."

Hougland said it will also allow them to do the production when broadcasting games on Fox Sports. They plan on televising about 25 sporting events this season, including volleyball, men's and women's basketball, baseball and possibly softball.

One of the biggest changes as a result of the upgrade is the new replay system. Hougland said in the past, it was all a tape-based system where they had to stop recording and rewind a tape to find a play. Now that it's digital, they can go back to review plays and cue them up while still recording from that camera.

"What we've built is identical to what you would find in a production truck from ESPN or Fox Sports," he said. "If we're training students for tomorrow, that's what we have to have."

Another change Hougland said he's excited about is getting away from public address announcements and increasing the level of fan interaction. He hopes that the fans not only come for the game, but also the whole environment.

"It's all about the fans," he said. "Fans want to see themselves on the video screen, so we're going to put them on it as much as possible."

But it's not just the fans who enjoy the game day experience. Hougland said it's his favorite part as well, even if he is working through it.

"The best part is game day," he said. "The entire week builds up to that day. You can script it out, but you never know what's going to happen. Being part of that story as it's being written is the most exciting part of the job."

A typical video crew on game day is about 25 people, many of whom are students. Hougland said he tries to keep it a fun experience for everyone so when the students leave, they know this can be done in a positive way.

"You're televising a sporting event," he said. "So do the job as professionally as you can. Make it right and make it look great. But do it in a way that everyone enjoys themselves. If you're relaxed and enjoying the job, you're going to make fewer mistakes."

The new control room was put to its first test this past weekend for the commencement ceremony. Hougland said they are still undergoing training, so it wasn't fully operational. Even so, he said everything worked well, so it was reassuring.

Trainings are set to be complete in time for the first home football game on Sept. 7. Between now and then, the staff will be working on all new graphics for the video screen and learning how to get the most out of the new equipment.



Web Only

Professor Kickstarts Flagship Program in Africa **By Megan Ketterer**

With growing oil and natural gas industries in Africa, engineering companies recognized potential for development, but found one problem: lack of native experts who can work in the field.

When a Texas Tech University professor was approached and asked to educate native African students, he decided he could do something to make a difference.

Lloyd Heinze was contacted by Anadarko oil company about helping start a petroleum engineering master's program at the Universidade Eduardo Mondlane in Maputo, Africa.

"It became obvious to the oil companies that there was a natural gas play in the Mozambique Channel between East Africa and Madagascar," the petroleum engineering professor said.

The companies need native talent, but with no existing petroleum engineering program in the area, they couldn't find experts on the subject.

With faculty from other universities, Heinze created a one-year introduction course in engineering as well as an additional two years with a focus on petroleum to receive a master's degree. The program began in the spring of 2013 and students currently are finishing the leveling preliminary courses.

Heinze taught 22 students during a summer class. He taught the class from a distance in Lubbock and Houston using the Microsoft Lync System. After teaching the course for two weeks, he flew to Mozambique and taught for a month. Now, Heinze is developing two drilling courses for distance delivery from Texas Tech, the second course begins February until July 2014.

Lync was beneficial for the students taking Heinze's course because they could watch the lecture multiple times. He said the material is being taught in English, while Portuguese is the student's native language. With the system, students could listen to something again to better understand the information.

"To me, it's exciting, and it's an opportunity to spend extra time helping establish something that a country needs," he said. "When you get to a poorer country, the opportunity for higher education is slim. The opportunity for a country to have enough experts and well-paid engineers can help boost their economy."

While abroad, Heinze helped build a rheology lab, or mud lab, which coincided with the building of another rheology lab at Texas Tech in the new Petroleum Engineering Building. Many of the things Heinze did while teaching there followed his curriculum in Lubbock.

One thing Heinze took advantage of was sightseeing. He visited Kruger National Park in South Africa where he saw a variety of wildlife.

“Things we would see here in a zoo, I saw in the animal’s natural habitat,” Heinze said. “Someone made us slow down and we saw two leopards that were lying in the grass, but you had to look closely to see them because they were so well camouflaged.”

Heinze said he may return to the university in the summer to teach more courses to students and help faculty there continue the program.

“Getting to see the faces of the relatively young engineers and also the faculty that taught there was great,” he said. “It was fun for me to see how much they enjoyed learning and picking up a new and different technology.”

Safety@TTU
By Sally Logue Post

Texas Tech University will be kicking off a new internal communications campaign called Safety@TTU. This online effort will provide faculty with information, tips and reminders about safety on our campus.

During the month of September campus safety information along with downloadable tip sheets and posters will be featured on the blog.

Each week Safety@TTU will focus on:

- General safety information, including a newly developed table to help determine what training is needed by faculty and staff based on their job descriptions and areas.
- Personal protective equipment
- Day-to-day office safety tips

The campaign also spends a week looking at the role of Environmental Health Safety at Texas Tech. It will provide faculty members suggestions of the best and safest practices with risk analysis and compliance issues.

The campaign is expected to continue past September with monthly updates on the blog.

Safety@TTU is a collaborative effort from the Office of the Vice President for Research, the Office of the Provost and the Division of Environmental Health and Safety.

Please send any questions or feedback to safety@ttu.edu.

DATE: August 2, 2013

CONTACT: James Hodgins, james.hodgins@ttu.edu
(806) 742-2136

Staff Senate Officers Tell All

Executive officers discuss being a senator and look ahead to the upcoming term.

Last month, the Staff Senate inducted its executive officers for the 2013-2014 term. I sat down with them to talk about their experience on the senate and what they hope to accomplish this year. I also found out who likes to collect vintage vinyl, who golfs in the middle of the week and who defied doctors by becoming a mom.

The 2013-2014 Staff Senate executive officers are:

- **Christine Self**, president, associate director of parent and family relations
- **Anna Young**, president-elect, associate director of the National Wind Institute
- **David Mondt**, treasurer, business manager of the School of Art
- **Blake Groves**, secretary, administrator in Undergraduate Education and Student Affairs

Why did you decide to join the Staff Senate?

Self: I just thought it was a great way to get involved on campus and serve as a resource for staff. I think it's important that staff have a voice, and Staff Senate is a great way to do that.

Young: For me, it's important from a morale standpoint. Too often, I think the staff doesn't feel like it's empowered or heard. It's important to include them and give them a voice. Staff Senate gives them the opportunity to speak up and get involved.

Mondt: I've been at Texas Tech for about four years, and I realized I was still isolated from the campus community. I was ingrained in my own department; and in my position, I did not have contact with anyone else. Staff Senate was a way for me to reach out and become a part of this community.

What made you decided to run for an executive officer position?

Self: I believe that the more you put into an organization, the more you get out of it. Taking a leadership role really has developed me as a staff member and has helped me learn a lot about the university.

Young: I'm a doctoral student in higher education administration, so I think it's important to start working on some real-world experiences in administrative roles if I want to grow as a leader. It's a great opportunity to jump in feet first and learn. I'll be the first to say that I have a lot to learn as a leader. Staff Senate lets people grow by taking on leadership roles.

Mondt: I come out of the non-profit world, so I learned very quickly that if you want to be involved and make a difference, you have to get a seat at the table. You can't do that as a general member. If you really want to contribute, you have to step up and become an officer.

Groves: It brings you together as members of the university. For me, it's a great way to understand the academic side. I also can bring issues from Staff Senate to my department and let them know what they are doing to affect the future of the university.

How has your experience been so far as a senator?

Groves: The year that I've been on the Staff Senate has been a lot of fun. I got to meet so many different people, and we all come from different backgrounds. As a member of the public relations and communications committee, I got to work on the Tech Advantage. I'm proud of what we've done with that event and excited about how we can continue to make that grow.

Mondt: The experience has been great. The Staff Senate is a great place to stay informed. It's the meeting place where the two sides of the university meet and can help make a difference.

Young: What I like about Staff Senate is that you can be as involved as you want to be. In my first year as a senator, I was very hands-off because I was on maternity leave for part of it. I showed up to meetings, but I wasn't very involved. Now, I can jump back in and be a part of it. Staff Senate is all about inclusion and is very supportive.

Self: I am going into my third and final year and have found it to be an amazing experience. It's been really good to be able to work with people from all different walks of life and from all around campus to make things happen.

What stands out the most from serving on the Staff Senate?

Young: When I ran for Staff Senate, a few people in my office didn't take it very seriously. Some people think that the senate doesn't have much of an impact on the university. But if they would take the time to get involved, they would see it is very serious and allows staff to communicate with the upper administration.

Self: I used to serve on the issues committee, and I wish more people knew about that. The committee reviews and resolves any issue submitted by the campus community on the Staff Senate website. It was fascinating to see how things get done on our campus. It just takes someone bringing it to the university's attention to get an issue fixed and make it better for everyone.

Mondt: Something that surprised me was finding out that the president of the Staff Senate meets with the university president once a month. We like to say, "You have a voice," but that just shows it's a very powerful voice. It's a voice that can bend the ear of the higher administration on issues important to staff.

What do you hope to accomplish this year as an officer?

Self: As a group, we want to continue the success we've had with our scholarship program, the issues committee and the Tech Advantage event. Also, we're looking at formalizing a process that will allow the senate to review OP's that affect staff.

Groves: We really need to push our involvement and get more staff members excited about joining Staff Senate. We need to let them know everything we are doing for them.

What's something about you that others might not know?

Mondt: I'm one of the few people who work in the art department who also has football season tickets. Also, this summer I've been taking off Tuesday mornings to play golf. My game is getting better. You know how I can tell I'm improving? I've been losing fewer balls every round.

Self: I like to collect records, mainly from the '60s and '70s. I like to hit up old record stores and thrift stores to collect old vinyls.

Groves: I work as event staff during football games and at the United Spirit Arena during concerts. I do get some interesting perks on the job. I've met George Strait, Alan Jackson and Rudy Giuliani.

Young: Five years ago, I had a bone marrow transplant and was told I would never have children, but I have two kids today.

What do you like most about working at Texas Tech?

Self: It's amazing to be able to influence and serve as a role model for our students. It's great to work with them.

Young: I love the community. It's a great place. I love working with everyone from the students, to the staff, faculty and administration. I couldn't think of another place that I would ever want to work that is as spirited. I love how laid back it is, but at the same time, we're very focused on important research. I feel honored to be here.

Mondt: For me, Texas Tech is about the people. There are so many different interests. You can strike up a conversation across campus and never know what you're going to be talking about. There are so many smart people here, and there's always something more to learn. Someone's always working on something interesting.

The next general meeting of the Staff Senate is 4 p.m. August 7 in the Senate Room of the Student Union Building. For more information, visit the staff senate website.



Web Only

Student Spotlight: Law Student Gains Experience at Colorado and Texas Supreme Courts

By Megan Ketterer

Name: Cassidy Woodard

Hometown: Calhan, Colo.

Major: Law school student

Classification: 2L – Class of 2015

Internships: Judicial Intern at the Colorado Supreme Court for the Honorable Brian D.

Boatright and Judicial Intern at the Texas Supreme Court for the Honorable Phil Johnson

1. How did you find out about this internship?

For the Colorado Supreme Court, I learned about the internship from a post from the Court's website. For the Texas Supreme Court, I learned about the opportunity from the Career Services Center at Texas Tech University School of Law.

2. What was the application and interview process like?

For both internships, I submitted a cover letter, resume, transcript and writing sample.

3. What kind of work do you do for your employer?

My largest role was researching and writing memorandums to the courts, which helped determine if a case presents significant issues and needed to be decided by the court. Some of my smaller assignments included editing, conducting citation checks, and performing legal research as needed by the clerks.

4. How has Texas Tech prepared you for this opportunity?

The Legal Practice (LP) program at Texas Tech is excellent. I cannot say enough good things about it and how it prepared me for this summer. Without LP, I would not have known near enough about legal writing to succeed in my internship roles this summer.

5. What have you learned from this experience?

I learned how to put the skills from law school to work in a real-life setting. It is a rewarding experience to put the skills learned from my legal writing class to good use. Additionally, the internships taught me about the judicial process and the importance of upholding the integrity of the law in maintaining justice. It is incredible to get an up-close look at the development of the law from the highest courts in Colorado and Texas.

6. How will this experience help you in your future career?

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This summer has helped me focus on my legal writing skills, which will pay off in when I graduate and start practicing law. I've always heard that the mark of a good lawyer is in their writing ability. Thus, it has been an honor to spend the summer learning from some of the best writers in the judicial systems of both Colorado and Texas. I'm going to strive to put the legal writing skills I've learned this summer to good use as I move ahead in the legal profession.

7. What advice would you give to other students about the internship experience?

Go for it. You never know about applying for internships until you try. Internships are a great way to make connections in your field of interest. Networking is everything and internships are a great way to make connections in the industry you want to be in.

8. What do you hope to do in the future?

After graduating from law school, I plan to enter the agricultural industry again. Specifically, I want to work in the beef industry. Ranchers across the country have a growing need for legal representation because they face an increasing number of problems with government over-regulation, special interest groups, water and land-use issues, and estate planning. I hope to serve as a representative for ranchers in agricultural policy or to work directly with farmers and ranchers to assist with their specific legal needs.



Web Only

Student Spotlight: Marketing Student Joins Dallas Cowboys and Atlanta Falcons By Lauren Koslovky

Name: Jennifer Hutyra

Hometown: Round Rock

Major: Marketing

Classification: Junior

Internship: Dallas Cowboys Group Sales Intern and Atlanta Falcons Event Marketing Training Camp Intern

1. How did you find out about this internship?

I received my internship with the Dallas Cowboys through the Dallas Stars Annual Sports Industry Career Fair and I received my internship with the Atlanta Falcons via application on TeamworkOnline.com.

2. What was the application and interview process like?

The application process for both internships was very simple. For the Cowboys, I turned in a resume at their booth to the group sales manager and submitted an application to the Falcons online. Both were phone interviews, in which the follow-up phone call was an offer.

3. What kind of work do you do for your employer?

For the Cowboys, I handled all incoming donation requests, as well as prepared collateral for the department. For the Falcons, I managed the set-up and breakdown of all sponsorship tents at training camp and worked alongside the event marketing coordinator for practices and preseason football games.

4. How has Texas Tech prepared you for this opportunity?

Texas Tech prepared me by providing the necessary business and etiquette skills I needed to be successful at both internships, as well as throughout the interview process.

5. What have you learned from this experience?

I have learned how businesses operate abroad. It is obvious to me that the world is shrinking. Technology has made it very easy for companies to conduct business on a

global level, and my internship has allowed me to see that first-hand. I communicated with individuals in the U.S., Australia and Japan on a daily basis.

6. How will this experience help you in your future career?

These internships have opened up my options to different areas in sports and have allowed me to gain well-rounded knowledge in all areas. I think this will benefit my future career because not many people have the opportunity to see more than one side of the sports industry and are limited to the area they interned in.

7. What advice would you give to other students about the internship experience?

Definitely try your hardest and be persistent. Put 110 percent into your internship because it definitely does not go unnoticed and those people are your key into your field.

8. What do you hope to do in the future?

I hope to graduate and begin my career in media or public relations for the Big 12/SEC. After that, I hope to move to work for an NFL team.



Web Only

Student Spotlight: Music Education Student Works At A Nationally Known Fine Arts Summer Camp By Grace Acuña

Name: Kelly Lynch

Hometown: Sugar Land

Major: Music Education

Classification: Senior

Internship: Unit Leader for the High School Girls Division at Interlochen Arts Camp, part of Interlochen Center for the Arts

1. How did you find out about this internship?

My cello professor, Jeffrey Lastrapes, is on the string faculty at Interlochen Arts Camp. Last year he encouraged me to apply for a summer job; I applied and was offered a position as a high school girls counselor. This year I was offered a higher position as a unit leader for the high school girls division.

2. What was the application and interview process like?

Since I had previously worked at Interlochen, I only had to fill out an application and had a phone interview with the director of the high school girls division. For the counselor position I had the year before, I filled out an application, sent in three letters of recommendation and had a phone interview.

3. What kind of work do you do for your employer?

As a unit leader I oversee around 100 high school girls who will be freshmen or sophomores in high school, along with their 12 cabin counselors. My job is to be something between a mom, a waitress and a best friend—basically I am a counselor for the counselors. I work one on one with the counselors I supervise—giving them feedback and helping solve problems. I have administrative duties such as attendance, checking email, camper checkouts, taking parent phone calls and many other miscellaneous things. This is a 24-hour job, but I love every minute of it!

4. How has Texas Tech prepared you for this opportunity?

If I had decided to go to another university, I may have never learned about this opportunity. My professor, like other great faculty members at Texas Tech, saw in me the ability to succeed at this job, encouraged me to apply for it and wrote a recommendation letter for me. He told me that I would work harder than I ever had to before but that I would have a wonderful time, and it is true! This sort of networking and encouragement has brought the name of Texas Tech to Interlochen and will continue to do so.

5. What have you learned from this experience?

Working at Interlochen is an amazing experience. I have learned how to work with high school students, organizational and administrative skills, and how to be a leader. I have also learned about the different forms of fine arts, the students who are so passionate for them, and the community and collaboration that happens among them.

6. How will this experience help you in your future career?

Although some people may think this is just a “camp job,” I have gained so much knowledge that can be applied to my career after I graduate. I have learned so much about creative problem-solving, mediation, how to give and receive feedback, and how to be a boss and a best friend at the same time. This is also a wonderful opportunity to meet new people and learn how to work with very different types of people. Interlochen has around 200 camp life staff, and I work closely with the 51 high school girls staff and also the 45 high school boys staff. The amazing women that I work with are between the ages of 19 and 29 and come from all over the country. Being able to work with and talk to people from very different backgrounds and places is thrilling and also very educational.

7. What advice would you give to other students about the internship experience?

This summer job requires you to be flexible, hardworking, patient and tough. Working with high school girls can be a challenge, and you have to really want to do it for seven weeks out of the summer. Sometimes you have to make yourself laugh when you really want to cry, and you learn to love the little moments that make camp so special. You have to wake up early and eat cafeteria food, but you’ll have the time of your life.

8. What do you hope to do in the future?

First of all, I hope to be able to continue working at Interlochen. After graduating I would love to be an elementary general music teacher or a middle school orchestra director, and in the future I hope to be working in fine arts advocacy or outreach.



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Texas Tech Business Class Helps Students Receive Funding

Two student businesses receive funding commitments through commercialization course.

By Grace Acuña

Two Texas Tech University student businesses, created in a Rawls College of Business commercialization class, received funding commitments after presenting their business concepts to a team of investors in Fort Worth.

The class is part of Rawls' cross-disciplinary programming that enables all Texas Tech University System students to collaborate around technology commercialization. Students form hypothetical companies and take on inventions that have either been filed through Texas Tech's Office of Technology Commercialization or presented to the class as an original idea from students themselves.

"The students act like a company, they meet like a company, they keep minutes like a company, everything runs like a company except they're still just students in the course," said Dr. Ronald K. Mitchell, entrepreneurship professor and J.A. Bagley Chair in Management.

The student companies work all semester developing business model necessary for their product. Weekly updates are required, Mitchell said, to see how projects have progressed. Some student companies don't advance their product successfully each week, and top teams are invited to present to investors in Fort Worth.

"It's like polishing a car, you put on one coat of wax and you shine it and it looks pretty good, then you put it on again," Mitchell explained, "or you may find a flaw and that won't allow you to go forward."

This semester two companies were selected to go to Fort Worth: Glow Station T-Shirts LLC and BundleCashBack.com.

Raphael Akinsipe, Richard Dorn and Brandon Morris created Glow Station T-Shirts LLC, which provides sound-sensitive, light-up apparel for college sports fans.

Team members from BundleCashBack.com, Yi Guo, Avesta Hojjati, Zach Atkinson and Ryan Gartman, created an app allowing users to find the best-cash back deals while shopping.

"It's a pretty high bar," Mitchell said of the presentation to the investors. "People can't just go spend money on your idea because you think it's the best on campus; you have to be able to go deliver something."

Both teams received funding commitments from an investment team led by Marc Gunderson, the Rawls College of Business Entrepreneur-in-Residence. Students said the knowledge and comments they received during the commercialization class helped them present their products effectively.

Guo, a senior computer science major from Handan, China, said he joined the class to benefit from an instructor's perspective as an investor.

"I learned the process that one has to go through if considering starting up a business," Guo said, "Specifically, I believe the experience of creating legal documents will be beneficial in the future."

After receiving funding commitments, Mitchell said, the businesses are no longer hypothetical and students take on the responsibility of managing a real company.

"The professors are not involved in it," Mitchell said. "The students start running this company and try to make milestones that they've set for this company."

For the next step the businesses must write a memorandum of understanding to present to investors.

Gou said starting a business comes second to the lessons he learned in the class.

Mitchell recommends this class to anyone who wants to commercialize a product they create. This is the fifth year the commercialization class has been open to all students from any college in the Texas Tech System; students interested should talk with their advisor.

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CONTACT: James Hodgins, james.hodgins@ttu.edu
(806) 742-2136

University Student Housing New Offices Help With Recruiting

Newly renovated concept improves office space for better customer service.

In early August, University Student Housing completed a 10-month, \$1.6 million renovation project on its new office space in the Wiggins Complex.

Sean Duggan, managing director of housing, said the renovation was done with the mindset of customer service, recruitment and retention.

Housing works closely with the Office of Admissions, and Duggan said they often bring in visitors from campus tours and organize their own housing tours.

“We are a supportive arm of the recruitment of students,” he said. “Right after students choose a university, the next thing they want to know is where they are going to live. So we want to follow that up with great service.”

Duggan said the renovation project was a continuation of redeveloping their customer service model and approach to recruitment. But it wasn’t the only recent renovation on campus. He said they are always improving the residence halls, including redoing Hulen/Clement this past year. Since 2005, they’ve added more than 1,000 beds, and by next fall, they will be adding another 500.

“It’s not about housing, per say, it’s about Texas Tech,” he said. “I think we’ve really raised our game to be a part of that bigger picture of the institution. We want students to graduate, and if living with us helps them do that, that’s awesome. And it’s our job to make sure that it does.”

Before the renovation, Duggan said the office was not a very conducive or welcoming space for employees or visitors. The vision of the new space was to be very inviting and showcase Texas Tech spirit.

This is best demonstrated by the stone Double T in the welcome center. Duggan said this has become a focal point for the department. They invite people to come take pictures with the Double T during visits or commencement. And it also ties in with the history of Texas Tech.

“I wanted something eye-catching about Texas Tech when people walk in the front door,” he said. “What’s great about it is it’s carved from limestone from the same quarry as the stone in the first buildings on campus, including the Administration Building.”

To show more collaboration and cohesiveness, Duggan said they also joined their offices with Hospitality Services and the Career Center to connect Wiggins Complex and make it easier for people to find where they need to go for help.

While this office acts as a “home base,” housing is spread out across campus. Duggan said they have 17 halls that cover almost 2 million square feet and house approximately 7,150 students, the most in almost 30 years.

“We have a small to medium-sized city living on campus, and they all happen to be 18-21 years old,” he said. “So that comes with its own interesting challenges and opportunities.”

Duggan said their department does a lot to support these students beyond providing housing. They offer free tutoring in the halls and have several learning communities. He said they believe very strongly in helping the students succeed academically through living on campus.

The new focus on better facilities and customer service has really been paying off, Duggan said. For the second year in a row, the readers of the Daily Toreador rated housing as the best living complex in Lubbock, the most helpful department on campus and the best place to work on campus.

More importantly, Duggan said students living on campus tend to have higher GPAs, take more hours and graduate more quickly.

“We’re very tied to the academic success of the students living on campus,” he said.