



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: May 1, 2013

CONTACT: Norman Martin, norman.martin@ttu.edu
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Texas Tech Cotton Economists Unveil New Global Cotton Outlook Analysis

A new cotton outlook analysis from Texas Tech University's Cotton Economics Research Institute notes that global growth is projected to remain at 3 percent over the next five years, then slow by half a point during the following five.

"The global outlook for cotton remains less optimistic as a result of a weaker global economy in the years ahead as advanced countries continue to work on narrowing current output gaps and deficits," said Darren Hudson, director of the institute.

Meanwhile U.S. growth is expected to slow; from 2.1 percent last year to 1.8 percent this year amid a large output gap emerging from a series of global financial calamities dating back to 2008.

In terms of cotton production, Hudson said productivity gains have slowed for the time being, and yield growth is projected to decelerate. In the absence of new yield-enhancing technologies and flat acreage, Hudson said cotton production growth is lower than the long-term average.

There is a positive aspect, though. Looking out a decade, Hudson said, world cotton production is projected to increase from 118 million bales to around 138 million bales. The leading producers of cotton are projected to be India (26 percent), China (23 percent), United States (12 percent), Pakistan (9 percent) and Brazil (6 percent).

Separately, annual forecasts released by the institute show that cotton mill use is projected to grow by about 32 million bales over the next 10 years. Mill use is projected to remain concentrated in Asia.

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

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: May 1, 2013

CONTACT: Megan Ketterer, megan.ketterer@ttu.edu
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Texas Tech Named a Top College for First-Generation Students

Texas Tech University was named one of the six best colleges to attend for first-generation college (FGC) students, according to [The Best Colleges website](#).

“Texas Tech and the Division of Institutional Diversity, Equity and Community Engagement are proud of this accomplishment and the recognition that comes with it,” said Juan Muñoz, vice provost for undergraduate education and senior vice president for institutional diversity, equity and community engagement.

Texas Tech created Mentor Tech and PEGASUS (Pioneers in Education: Generations Achieving Scholarship and Unprecedented Success) as a support system for FGC students. Recently, Texas Tech was awarded a grant from the Texas Higher Education Coordinating Board to implement Generation TX in the Lubbock area. Generation TX is a statewide movement aimed at closing the gaps and creating a generation of college and career readiness.

“Providing opportunities for all students is paramount in our efforts to offer a well-rounded, quality higher education experience,” Texas Tech Interim President Lawrence Schovanec said. “We have robust and comprehensive programs that aid us in our recruitment of First Generation students, and this recognition is well deserved.”

PEGASUS is a recruiting and retention initiative on Texas Tech campus that provides academic support and peer mentoring program to first-generation college students.

“We are providing an affordable, quality education for a population that is often underrepresented in higher education,” Muñoz said, “and we are happy to have a program such as PEGASUS to ensure that first-generation students are able to enroll and, most importantly, graduate from Texas Tech.”

Ashley Gonzales, associate director for PEGASUS, said the program is designed to assist those students as they manage challenges unique to students without a family background in higher education.

These challenges include academic progress, social involvement and personal growth, Gonzales said. The purpose of the program is to help FGC students who are new to Texas Tech make successful academic and social transitions into college.

As the program has developed and learned the needs of FGC students, PEGASUS has adjusted to meet those needs, she said.

“Now in its eleventh year, the program has a history of successfully providing an academic support and mentoring experience for FGC students by facilitating a successful transition to the demands of higher education during their initial year of college,” Gonzales said.

Other colleges included are Cornell University, Trinity University, Yale University, Colorado State University and California State University San Marcos.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: May 1, 2013

CONTACT: Callie Jones, callie.jones@ttu.edu
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Texas Tech Press Hosts Literary Lubbock

- WHAT:** The 11th annual Literary Lubbock benefit dinner features books and authors.
- WHEN:** 5:30 p.m. Thursday (May 2)
- WHERE:** McKenzie-Merket Alumni Center, 17th Street & University Avenue
- EVENT:** Texas Tech University Press hosts the 11th annual Literary Lubbock benefiting the Grover E. Murray Studies in the American Southwest, a book series published by Texas Tech University Press.

Authors will sign books during a reception featuring local wines, followed by a meal designed by Top Tier Catering. Lubbock writer and musician Andy Wilkinson will host the event.

Texas Tech University Press authors include Kay Goldman, Estelle Glaser Laughlin, Bonnie Reynolds McKinney, Jay Neugeboren, Peter R. Rose, Dean Smith with Mike Cox and Texas Tech Provost Robert V. Smith.

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Advisory

FOR IMMEDIATE RELEASE

DATE: May 2, 2013

CONTACT: Megan Ketterer, megan.ketterer@ttu.edu
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Blindfolded Chess Tournament Continues

- WHAT:** A blindfolded Texas Tech University chess team member competes against five fraternity champions.
- WHEN:** 2 – 4 p.m. Friday (May 3)
- WHERE:** The event is located in the free speech area between Texas Tech Library and Student Union Building.
- EVENT:** International Chess Grandmaster Elshan Moradiabadi, a member of Texas Tech’s A-Team, will be blindfolded and face five fraternity members in separate games simultaneously.

The event is a follow-up to the “First Annual Texas Tech Greek Chess Challenge” where Alex Onischuk, Texas Tech head chess coach and international grandmaster, took on 32 Greek representatives simultaneously, defeating them all.

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

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: May 2, 2013

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Jones AT&T Stadium Light Tower Damage

The southeast light tower of Jones AT&T Stadium has suffered wind damage, and work crews are taking precautions to analyze the situation.

The area surrounding the south and southeast ends of the stadium has been vacated, including the entire south end zone office building, Football Training Facility and Athletic Training Center.

Sixth Street between University Avenue and Drive of Champions is closed, and the area should be avoided.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: May 2, 2013

CONTACT: Callie Jones, callie.jones@ttu.edu
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Mentor Tech Hosts Banquet Featuring Academy-Award Nominated Actress

WHAT: Academy-award nominated actress Taraji P. Henson will give the keynote speech during the Lauro Cavazos & Ophelia Powell-Malone Mentoring Program (Mentor Tech) annual banquet.

WHEN: 7 p.m. Friday (May 3)

WHERE: Lubbock Memorial Civic Center Banquet Hall

EVENT: Mentor Tech's annual banquet features Academy-award nominated actress Taraji P. Henson. Henson, who was nominated for Best Supporting Actress in the film "The Curious Case of Benjamin Button" has appeared in films including "Think Like a Man," "Larry Crowne" and "Hustle & Flow."

Mentor Tech pairs students with faculty and staff members to assist them in their academic, social and cultural adjustments to Texas Tech University. More than 2,500 students have been provided service through the program. In the last seven years, more than 530 student participants have graduated from the university. Since its inception, the program has awarded more than \$88,000 in scholarships.

Tickets for the banquet are \$60 each or \$75 for a pass to a VIP reception with Henson. Tables of eight cost \$550 and \$750, which also include passes to the VIP reception. Proceeds benefit the Mentor Tech scholarship fund.

Mentor Tech is part of Texas Tech's Division for Institutional Diversity, Equity and Community Engagement.

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

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Office of Communications and Marketing

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: May 2, 2013

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President's Excellence Award Winners Announced

Faculty, staff and students receive awards for diversity and advising.

The Divisions of Institutional Diversity, Equity, and Community Engagement and Undergraduate Education & Student Affairs announced today (May 2) the recipients of the 2013 President's Excellence in Diversity & Equity Awards and the President's Excellence in Academic Advising Awards.

Awards were presented by Interim President Lawrence Schovanec, Juan Muñoz, senior vice president and vice provost, Rob Stewart, senior vice provost, and Patrick Hughes, associate vice provost.

The Excellence in Diversity & Equity Awards recognize faculty, staff and students who promote the value of diversity and the importance of equity at Texas Tech, while the Excellence in Academic Advising Awards recognize advisors for outstanding academic advising achievements.

Recipients were selected from more than 50 nominees based on their contributions that make Texas Tech a welcoming campus through a commitment to service, mutual respect, academic and intellectual freedom and diversity.

The winners are:

President's Excellence in Diversity & Equity Faculty Award

Thomas M. Cimarusti, Ph.D. (Jr. Faculty)

Jaclyn Cañas-Carrell, Ph.D. (Sr. Faculty)

President's Excellence in Diversity & Equity Staff Award

Lyda Garcia, Ph.D.

President's Excellence in Diversity & Equity Student Award

Godlove Wanki

Spencer Key

Gilbert Alexander Rivera

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TEXAS TECH UNIVERSITY

President's Excellence in Academic Advising (Individual) Award

Brandi Schreiber

Richard Verrone, Ph.D.

President's Excellence in Academic Advising (Team) Award

Human Sciences

May Lim

Dorothy Dent

Jenni Dean

Andrew Vanderpool

Dolores Salas-Marmolejo

Tim Spees

Donna Burt



News Release

FOR IMMEDIATE RELEASE

DATE: May 3, 2013

CONTACT: John Davis, john.w.davis@ttu.edu
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Expert: More Frequent Fires in California Changing Landscape

Pitch

Wind continues to fuel the raging Springs Fire, a wildfire that sprung up Thursday near the coastline north of Los Angeles. About 3,000 homes are in peril, and California State University at Channel Islands ordered evacuations. About 900 firemen have responded to the blaze, which has so far torched 8,000 acres of land covered with dense chaparral and brush.

A Texas Tech University plant ecologist researches plants and fire. He's studied the effects of wildfires in places such as California, South Africa, Australia and Texas, and can discuss what's converging to make these fires so threatening.

Expert

Dylan Schwilk, plant ecologist, assistant professor in the Department of Biological Sciences, Texas Tech University, (806) 742-2710 ext. 251 or dylan.schwilk@ttu.edu.

Talking Points

- This is a winter-rain and summer-drought climate, but the very dry winter and spring this year have left vegetation dry and fire-prone earlier than normal.
- Fire is a natural part of the ecosystem in this area, but more fires than usual in recent years have changed the landscape.
- More frequent fires have helped non-native plants thrive and these non-native grasses and weeds have contributed to easily ignitable fuels in some areas.
- Chaparral and coastal sage shrublands, what the media often call "brush," are naturally prone to relatively infrequent but very intense crown fire. These fires are occurring earlier than normal, but the intensity of these fires is not unnatural or abnormal.

Quotes

- "Southern California coastal sage scrub and chaparral are fire-prone and, in many respects, fire-dependent ecosystems. That said, many areas in Southern California, especially in the Santa Monica Mountains, have had fires too close together – too many, too frequently. This has actually type-converted native chaparral and coastal sage scrub vegetation to annual grassland dominated by invasive alien species."

- “As to timing, these fires are early. The natural fire season for chaparral is late summer through autumn. This has been a very dry year, however, and dry vegetation combined with current hot, dry weather have contributed to these early fires. Although these fires are not extraordinarily out of season, winter and spring fires can be especially hard on the native communities and can favor invasive species.”
- “More and more, former shrublands are being type-converted to annual grassland by frequent fire and those grasses are a flashy fuel that can allow fire to return rapidly, thus acting as a positive feedback. The Springs Fire appears to be burning both through native shrublands as well as some of the areas that too-frequent recent fires have converted to grass and weeds.”

News Release

FOR IMMEDIATE RELEASE

DATE: May 3, 2013

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Retiring Texas Tech Dean Sees College through Decades of Change

Hudson leads department to college status during 35-year period.

Newspapers, a handful of television channels and AM and FM radio – which, of course played music from vinyl records – were about the only types of “mass media” available when [Jerry Hudson](#) came to Texas Tech University as an assistant professor in the Department of Mass Communications in 1978.

A lot has changed since then.

Hudson will retire July 31, and now if he wanted to, he could tweet the news to his followers, share it with his Facebook friends and blog about his adventures in retirement. He could broadcast the news on any of hundreds of television stations and air it on numerous streaming radio stations.

As communication has made advancements during the past 35 years faster than a cell signal hits a tower, so has the college for which Hudson is the founding dean.

“Credit for the establishment of the College of Mass Communications, now the College of Media and Communication, should no doubt be shared by several individuals,” said Don Haragan, Texas Tech president emeritus and professor. “But the principal driver among them was Jerry Hudson. It was his effective and persistent leadership that not only resulted in college status but in the academic excellence of the college and its faculty today.”

Grooming for leadership

Dennis Harp, former associate dean and now retired, hired Hudson in 1978. He worked his way from assistant professor to chair of the department in 1987, which he held until 1992. He was coordinator of graduate studies and director of Institute of Communication Research from 1993 through 1997. Hudson again served as director of the school from 1998 to 2004, when he was appointed dean of the finally formed College of Mass Communication that fall.

Hudson had many supporters and mentors during his years guiding the college, especially in the earlier years when he was still growing into his leadership.

“The late Joe Goodin, dean of the College of Arts and Sciences, gave me that first opportunity in 1987 to serve as chairperson of the department,” Hudson said. “Billy I. Ross and other former faculty members Bob Rooker, Harmon Morgan and Ralph Sellmeyer were others. Dennis Harp, of course – I value his friendship and support of my efforts to be the best faculty member and administrator possible.”

In turn, however, Hudson has mentored countless other faculty members and students. Todd Chambers, chair of the Department of Journalism and Electronic Media, also was a student in the department when Hudson was chairman.

“It seems that Dr. Hudson has talked about ‘being close to retirement’ for about 10 years,” Chambers said. “I’m very thankful that he’s been here to guide us through becoming an independent college, gaining a Ph.D. program and moving into a new facility. I’ve been blessed to have known him for most of my adult life. As an undergraduate student in journalism (B.A., 1988), I had the opportunity to take a public relations course from him.

“During my master’s program, I was also working for a local radio station. Every so often, I would get a phone call from Dr. Hudson asking how things were going and telling me about different types of job opportunities,” Chambers said. “Now as a department chair, I really appreciate this aspect of who he is — a true mentor. I’ve used the lessons he taught me about mentoring with our alumni — hopefully I can come close to being the great mentor he has been for me. I must say that since coming back to Texas Tech in 1999 I have valued his leadership, vision and, most important, his friendship.”

Changing with the times

Hudson said that since 2001, endowments for scholarship have increased by 500 percent. In 2012 even the name of the college was changed from the College of Mass Communications to the College of Media & Communication to better reflect technological and industrial changes. But, he said the college’s most obvious success was the move to the \$25 million [newly renovated building](#).

“The spacious [facilities](#) are quite attractive and functional beyond expectations,” Hudson said. “We have designated areas specifically for labs, research facilities, meetings, classrooms and student organizations. The new facilities will provide enough space to grow our student enrollment, faculty and staff.”

The original building, located on the northwest side of Memorial Circle, was 78,000 square feet and was shared for a time with the Department of Communication Studies.

“We had a lot of wasted space, for instance, in the TV studio – it was large,” Hudson said. “But here there is 192,000 square feet – 2 ½ times more. So I would say we have about 90,000 square feet of our own. There are 32 classrooms and none of them are designated to us, which means there is room to spare. We have labs that are ours, but the classrooms are for other courses in other areas.”

Research facilities include two eye-tracking labs, two psycho-physiology labs, a research facility that measures public perception that is continuous evaluation, a focus group room, two experimental labs – about 8,000 square feet of research space.

Accelerating Change

Hudson said technology is difficult to keep up with. Changes happen faster and more frequently and the college has to implement programs to keep its graduates competitive in the job market.

“Things happen so fast in the industry, and typically curriculum changes lag behind current trends by the time you get through the planning and approval process,” Hudson said. “These days, it certainly can happen that some of the things we teach to freshmen are no longer relevant by the time they are seniors.”

Which means, Hudson said, keeping faculty trained and on top of the latest developments so they are able to teach those new trends and technologies.

The college has adjusted by hiring several “professors of practice” to keep up with trends and to instruct in real-world experiences. Hiring people from industry who are not tied to research and can bring real practice to the students is a fairly recent trend adopted by other colleges such as the Rawls College of Business and Visual and Performing Arts.

All in all, Hudson downplays his involvement in the development of Texas Tech’s College of Media and Communication.

“I think there is an assumption that I played a much larger role in the things that have happened than I actually have,” Hudson said. “We’ve had a tremendous amount of support from the administration. The faculty members have just been amazing. And the staff has had a dedication to making things better. So I think the final analysis will show I just happened to be here, and the faculty, staff and administrators made things happen.”

And Hudson said he didn’t think of leaving as “letting go.”

“It’s me stepping aside and letting someone else come in to experience the same thing that I have. I’m just going to get out of the way, let the new person take over, and lead.”

Sidebar

Experience: Hudson was in commercial broadcasting for 12 years including radio and television sales, radio personality, television sports personality and weather. He served as a research consultant on more than 100 marketing/advertising projects including research and marketing plans for banks, hospitals, media companies, political candidates, shopping malls and retail stores.

Leadership and awards: Hudson served as president of the Texas Association of Broadcast Educators and the Southwest Council of Journalism and Mass

Communications. He has been recognized by three different university committees for teaching excellence. In 1995, he was awarded the President's Academic Achievement award. The American Advertising Federation's 10th District honored him in 1995 as the Outstanding Advertising Educator. The Lubbock Advertising Federation awarded him its Silver Medal Award in 2002. The Texas Tech Alumni Association honored him in 2012 with the Distinguished Service Award, which was created to recognize and commend outstanding service to the Texas Tech Alumni Association and/or Texas Tech University.



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News Release

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DATE: May 3, 2013

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Texas Tech Law Grads Rank Best of Texas Public Schools on Bar Exam

With a 95.45 percent first-time pass rate, Texas Tech University School of Law graduates led all Texas public law schools on the February 2013 Texas Bar Examination.

“We are very proud of everyone’s effort on this exam and hope to be able to continue this level of performance into the future,” said Darby Dickerson, Texas Tech Law dean. “I want to extend a special thanks to Professor Cassie Christopher for her efforts this year in establishing the Office of Bar Preparation Resources.”

Twenty-one of Texas Tech Law’s 22 test takers passed the exam, putting the law school’s average well above the 84.78 percent pass rate for all graduates of Texas’ nine law schools and only .11 percent behind Baylor Law School, which had the highest rate. The overall rate for first-time examinees – including graduates from schools in other states and attorneys already licensed in jurisdictions outside of Texas – was 80.74 percent.

“We’re so pleased with the bar pass success of our students,” said Christopher, a visiting assistant professor and director of bar preparation resources. “I attribute their success to their determination and work ethic, both in law school and during the study period. Most of these students studied full-time for two months to prepare for the bar exam, which was an incredible investment of time and effort on their parts. They mastered 23 subject areas and demonstrated their knowledge over the course of two and a half days of essays, multiple-choice questions, short-answer questions and a simulated writing assignment.”

For more information on the results,
visit http://www.ble.state.tx.us/Stats/2011_2017/stats_0213.htm

Find more information about Texas Tech University School of Law at www.law.ttu.edu.

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DATE: May 3, 2013

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Texas Tech Names 2013-2014 Pom Squad

Four rookies join 14 veterans on university's dance team.

The Texas Tech University Spirit Program has named the 18-member pom squad for the 2013-2014 season.

A total of 60 dancers completed the audition process, with four new freshmen and 14 veterans being selected to the new team.

Erin Harold, who completed her first full year as pom coach, posted all of the audition material to a private YouTube account and sent the links to the candidates one week prior to the preliminary auditions.

Preliminaries consisted of fight song and chant evaluation, jazz combination and hip hop combination evaluation, and individual technique. Harold took 32 dancers to finals for the 18 spots. Eight of the auditions came via video and were scored the same as those that attended the live audition.

Named for next year's squad are seniors Brittany Brossman from Houston, Kelsey Buckner from Rowlett, Jackie Choi from Carrollton, Peyton Ratliff from Victoria, and Kortani Rettig from Mesquite; juniors Bethany Goff from Morgantown, W. Va., Kristen Graham from Austin, Rachel Graham from Austin, Kelsey Schneider from Katy, Dawn Stecklein from Flower Mound, and Sydney Wilson from Lubbock; sophomores Courtney Craig from Flower Mound, Nailah Jones from Houston, and Christa Widjaja from Carrollton, and freshmen Sarah Dismuke from Houston, Morgan Kelley from The Woodlands, Tori Skillings from Plano and Tori White from Hurst.

"We are so happy with the talent that we saw at auditions this year," Harold said. "We have an amazingly talented team and are looking forward to seeing them progress even further throughout the year."

Last month Harold's inaugural 2012-2013 squad earned third place in its division at the 2013 National Cheerleaders Association and National Dance Association (NCA/NDA) [Collegiate Cheer and Dance Competition](#) in Daytona Beach, Fla.

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News Release

FOR IMMEDIATE RELEASE

DATE: May 6, 2013

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20-Million-Year-Old Amber Shatters Theories of Glass as a Liquid

Fact or fiction? Stained glass found in medieval cathedrals becomes thicker at the bottom because glass moves over time. For years researchers have had their doubts, now a team at Texas Tech University has further evidence that the glass is not going anywhere.

“Glass transition is related to the performance of materials, whether it is inorganic glass or organic polymers,” said Gregory McKenna, professor of chemical engineering at Texas Tech. “For example, this would be important to people who own a boat made of fiberglass, or fly in an airplane made with epoxy-based composites. Information like that can help predict if that jet will still be flying in 30 years.”

The idea for this research came from a doctoral student’s qualifying exam, McKenna said. He gave Jing Zhao a problem relating to diverging time-scales using polyvinyl acetate, a substance often found in adhesives. Her results were consistent with a lack of divergence – contrary to received thought. So they decided to up the ante by performing similar experiments on a much older, ultra-stable glass.

They chose 20-million year old Dominican amber, and together with Whitacre Department Chair and Horn Professor Sindee Simon, Zhao performed calorimetric and stress relaxation experiments on the samples.

“What we found is that the amber relaxation times did not diverge,” McKenna said. “This result challenges all the classic theories of glass transition behavior.”

This research is supported by the National Science Foundation under a grant from the Division of Materials Research, Polymers Program. The process and results were recently published in [Nature Communications](#).

Meanwhile, McKenna has recently acquired additional samples from around the world, including 220-million-year-old Triassic amber from Eugenio Ragazzi, a pharmacology professor at the University of Padova in Italy. The team now has plans to perform similar experiments on the new samples.

“We are in the very early stages,” McKenna said. “However, our research definitely is ‘to be continued.’”

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CONTACT: Megan Ketterer, megan.ketterer@ttu.edu
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Colleagues Perform in Honor of Mother's Day

Four Texas Tech University School of Music colleagues are partnering to perform in "A Musical Celebration," a concert dedicated to Mother's Day. The concert is at 3 p.m. May 12 in the Helen DeVitt Jones Sculpture Court at the Museum of Texas Tech University.

The concert features Chuck Seipp, assistant professor of trumpet; Katrin Meidell, visiting assistant professor of viola; Tiffany Holmes, Hemmle Recital Hall manager and flutist; and Nataliya Sukhina, senior staff accompanist and pianist.

The ensemble was formed through friendships created at the beginning of the 2012 school year partly because three of the four members were new to Texas Tech, Seipp said.

"I was struck by incredibly talented, gifted and caring people who really stood for excellence and are awesome to be around professionally and personally," he said.

Seipp said the instruments played are not a commonly performed together, so the music was arranged specifically for the group. There will also be solo selections by the trumpet, piano and viola.

Music performed includes Handel, Beethoven, Clarke, Anderson, Broughton, Ewazen, Vaughan Williams and Albinoni.

The Mother's Day performance is meant to celebrate the occasion with music, but also to enjoy exhibits of art and history throughout the Museum of Texas Tech University, Seipp said.

"The opportunity to perform beautiful music together, not only for our enjoyment," he said, "but in recognition and celebration of Mother's Day with the collaboration of the music department and the Museum of Texas Tech University is perfect and meaningful for the special day."

The concert is free and open to the public. Parking and admission into the museum are free of charge. For this event, enter through the west (Indiana-facing) doors.

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News Release

FOR IMMEDIATE RELEASE

DATE: May 6, 2013

CONTACT: Karin Slyker, karin.slyker@ttu.edu
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Formula SAE Texas Tech to Compete at Michigan International Speedway

From textbook to racetrack, design competition encourages students to apply their skills.

A fictional manufacturing company is looking to build a Formula-style race car, intended for the amateur weekend autocross enthusiast. Formula SAE Texas Tech is among many teams rising to the challenge.

Formula SAE is a student design competition organized by SAE International, formerly known as the Society of Automotive Engineers. The task encompasses just about all aspects of the automotive industry, including research, design, manufacturing, testing, developing, marketing, management and finances. The competition drives students out of the classroom and allows them to apply textbook theories to real work experiences.

Matthew Candler, a senior chemical engineering major from Midland, is president of the interdisciplinary team comprised of students from the Edward Whitacre College of Engineering, Rawls College of Business and the School of Art. Together they have created a working prototype, built from the ground up.

“In May, our team will load up the car into trailer and drive it cross-country to the Michigan International Speedway, where we will compete in a series of events against dozens of teams from around the world,” said Candler. “In the past, we’ve always worked down to the wire. This year we started earlier, finished earlier and had five weeks to test and tweak.”

So during the past several weeks, their little red and black car might be seen zipping across a commuter parking lot, through red cups strategically placed on a makeshift course. And while the vehicle’s performance is high on their list of priorities, there is much more for the team to consider.

“The competition is much more than finishing first on a track,” Candler said. “Our team will be judged in a number of categories, from cost and presentation – to design, endurance and efficiency.”

A points system ultimately will determine the winner in each of the categories.

Formula SAE Texas Tech first appeared on campus and competed in 2005, but afterwards adviser Brent Guinn says the team ran out of gas. The seniors graduated, and the group that followed ran into funding and registration hurdles. Ultimately, the team disbanded and lay dormant for a few years.

Justin Rivera, president of Formula SAE Texas Tech from 2009 to 2011, sparked new interest in revitalizing the team. In that first year, the group reorganized, raised money and helped out at the Michigan event. By learning the intricacies of the competition from the inside-out, the students gained perspective. In subsequent years, the team has entered a vehicle, each one improving upon the last.

“There are so many logistics to making this work, but organization and momentum is key,” Guinn said. “Our goal this year is to successfully complete all the events.”

Together, the 20-member team raised more than \$30,000 through 27 sponsorships to build the car. Guinn says sponsorship gives these companies an inside track toward building relationships with the next generation of engineers.

“Many students do not take opportunities like this while they are still in school,” Guinn said. “Involvement like this speaks well on resumes and at job fairs. From project management to deliverability, these men and women demonstrate that they have something extra.”

Candler, a chemical engineering major, already has a job lined up after graduation and credits this experience as preparation for a brighter future.

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

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: May 6, 2013

CONTACT: Sally Logue Post, sally.post@ttu.edu
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Texas Tech Combines Wind Research, Education into National Wind Institute

Texas Tech University has created the National Wind Institute (NWI) to better support the interdisciplinary research and educational opportunities in wind science, engineering and energy.

The announcement comes today (May 6) from Texas Tech officials at the American Wind Energy Association WINDPOWER 2013 Conference and Exhibition in Chicago.

The institute combines the former Wind Science and Engineering (WiSE) research center and the Texas Wind Energy Institute (TWEI) into one entity. For NWI Director John Schroeder, the move strengthens the already solid interdisciplinary approach to all things wind.

“Wherever wind is involved, there is a strong link between the engineering disciplines and atmospheric science,” he said. “Texas Tech has focused on this link with decades of organic interdisciplinary research and educational activities. Recently, we’ve added economists, lawyers, policy experts, cyber security experts and business professionals to broaden our team even farther.”

All of the university’s wind-related educational opportunities will now fall under the new institute. WiSE created the first doctorate in wind science and engineering. TWEI offers the only Bachelor of Science degree in wind energy as well as a variety of graduate and professional development certificates.

“Texas Tech’s wind research and educational opportunities have always been interdisciplinary,” said Michael San Francisco, interim vice president for research. “The establishment of NWI builds on Texas Tech’s commitment to transdisciplinary research and will provide a better foundation for collaboration and support for our wind efforts.”

Texas Tech’s wind research dates back to 1970. Following a May 11 tornado that killed 26 people and destroyed large sections of the city, faculty representing the university’s civil engineering department and atmospheric sciences group began to think what could be done to minimize the effects of severe wind events such as tornado’s and hurricanes on lives and structures.

In the past 15 years, Texas Tech has expanded into the wind energy sector, but continued to provide a strong focus on the inherent link between engineering and atmospheric science. Current projects include measuring wind farm complex flows, evaluating turbine-to-turbine interaction, enhancing wind turbine power performance, grid integration, and next-generation energy storage.

NWI has also formed a major partnership with Sandia National Laboratories; Vestas, a leading turbine manufacturer; and Group NIRE, a clean energy company providing project development, finance and consulting services to create the Scaled Wind Farm Technology (SWiFT) Facility to focus on wind plant optimization.

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

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: May 6, 2013

CONTACT: Megan Shudde, m.shudde@ttu.edu
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Texas Tech Hosts Fort Worth Scholarship Roundup

WHAT: Texas Tech Rawls College of Business Scholarship Fundraising Reception

WHEN: 5:30 p.m., Thursday (May 9)

WHERE: Shady Oaks Country Club, 320 Roaring Springs Road, Fort Worth

EVENT: Texas Tech's Rawls College of Business hosts the second annual Fort Worth Scholarship Reception with head football coach, Kliff Kingsbury and Rawls College of Business dean, Lance Nail. The event raises scholarship funds to support Rawls business students.

Sponsors of the event include Double Eagle Development, Frost Bank, Veritas Energy, LLC and XTO Energy.

For more information on the scholarship roundup, visit <http://www.ba.ttu.edu/dfwevent/>.

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

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: May 7, 2013

CONTACT: Sydney O'Drobinak, sydney.odrobinak@ttu.edu
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Texas Tech Libraries Receives Prestigious Award

The Texas Tech University Libraries Communications and Marketing department was awarded the 2013 John Cotton Dana Award, the most prestigious award of the American Library Association, for outstanding library public relations.

This award is provided in conjunction with the H.W. Wilson Foundation, the American Library Association and EBSCO Publishing, and honors effective strategic communications campaigns that show results. Winners have the opportunity to show their successful campaign to other libraries and serve as role models for libraries nationwide.

“Our marketing team works hard to constantly push consistent, integrated messaging across various communications channels in order to try to reach our audience, wherever they might be, and to be in the forefront of their minds,” said Kaley Daniel, director of communications and marketing for Texas Tech Libraries. “This is no small feat, so when you see the effect of your work in usage and engagement increases, of course you’re incredibly proud.”

Award winners receive a cash development grant of \$10,000 from the H.W. Wilson Foundation. They will be presented at a reception hosted by EBSCO Publishing held during the American Library annual conference.

“When your work is acknowledged as exceptional with such a prestigious award, and with the likes of the other marketing campaigns as this year’s and previous winners, you’re floored and humbled,” Daniel said.

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

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: May 7, 2013

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech Names 2013-2014 Cheerleader Squads Co-ed and all-girl teams help to fill many event requests.

The Texas Tech University Spirit Program has named the 32-member co-ed cheer squad and the 14-member all-girl squad for the 2013-2014 season. The all-girl squad was added last year to help fill the need for cheerleaders at more athletic and other events and to involve more students.

For the two squads, a total of 106 students auditioned. For the 32-member co-ed squad there were 40 female and 26 male contenders, and for the 14-member all-girl squad, 40 young women tried out.

“This was the most impressive and all-around skill-packed tryout we have had here at Texas Tech,” said Bruce Bills, cheer coach. “Each athlete trying out did an exceptional job. I’m excited for the new squads and the levels this program is reaching. We have a great group of student leaders and are looking forward to showcasing their talents in the upcoming year.”

Auditions included gameday/spirit, for which they learned and performed the Texas Tech Fight Song and sideline chant; tumbling, including standing tumbling, jumps to tumbling, and running passes; and stunts.

The co-ed team includes seven new and eight veteran women and nine new and eight veteran men. The all-girl squad comprises nine new and five veteran members.

“We could not have imagined the talent we would attract on this team which, by the way, represents students from eight states,” said Stephanie Rhode, director of the spirit program. “I am so proud of Bruce for assembling such an elite group.”

Named for next year’s squad are fourth-year students John Chebret of Humble, Laura Perley of Plano, and Regan Waits of Hot Springs, Ark.; third-years students Calvin Beene of Humble, Noah Cagle of North Richland Hills, Coleigh Cheatham of Aledo, Mathew Golla of Anaheim, Calif., Nicole Mitchell of Abilene, Matt Parkin of Heber, Utah, Hunter Thompson of Leander, Bridgette VanWeezel of Burleson, and Chris Winiecki of Largo, Fla.; second-year students Jamie Balda of Plano, Tony Castro of Cedar Creek, Paige Kloetzer of Deer Park, and Alyssa Rodriguez of San Antonio; and first-year students Christopher Alleman of Houston, Jessie Ayala of San Juan, Charles Beasley of Stafford, Va., Kailea Coels of Rockwall, Joshua Golden of Georgetown, Sarah Howard of Austin, David Laing of Blaine, Minn., Carlie Liles of Crawford, David Lyons

Office of Communications and Marketing

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of Chicago, Thomas McCarthy of Derry, N.H., Luke Schuster of Palatine, Il., Dominique Sellers of Keller, Dejuan Smith of High Point, N.C., Skyla Thompson of Lometa, Samantha Vonderschmidt of McKinney and Jonathan Wadas of Palatine, Il.

The new all-girl team includes returning students Jessica Castro from Keller; Carli Hinkle from Austin; Taran Hulseley from Weatherford, Deyanna Porter from Lorton, Va., and Kelice Sanders from The Colony; and first-year students Taylor Altom from Houston, Morgan Byrd from Lubbock, Madison Cheatham from Aledo, Khamare Farrar from Cocoa, Fla., Gabriela Garza from Lubbock, Kendall Jones from Cleburne, Ashlyn Massey from North Richland Hills, Kylie Mathews from Forney and Haley Smith from Allen.

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

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TEXAS TECH UNIVERSITY™

News Release

FOR IMMEDIATE RELEASE

DATE: May 8, 2013

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech Announces New Dean of College of Media & Communication

Texas Tech University officials announced today (May 8) that David D. Perlmutter will be the new dean of the College of Media and Communication (CoMC), effective July 1. He replaces Dean Jerry Hudson, who is retiring after 35 years at Texas Tech.

[Perlmutter](#) has been the director of the School of Journalism & Mass Communication in the College of Liberal Arts & Sciences at the University of Iowa since 2009.

The announcement came from Provost Bob Smith; the search committee was headed by Stephen Fritz, interim dean of the Honors College.

“I am delighted that Dr. Perlmutter has accepted our offer to join the university as our new dean of Media and Communication,” Smith said. “He has a sterling record of contributions as an administrator, scholar, teacher and mentor at the Universities of Iowa and Kansas, and Louisiana State University. His accomplishments as director of the University of Iowa School of Journalism & Mass Communication are particularly noteworthy and should serve him well as moves to Texas Tech.”

Hudson said his successor is an excellent choice to lead the College of Media & Communication.

“Dr. Perlmutter’s academic accomplishments and leadership experience are quite impressive,” Hudson said. “I think he will continue to lead the undergraduate and graduate programs toward growth and excellence.”

“I am humbled and honored to take the reins from Jerry,” Perlmutter said. “In our industry and academic circles he is known as one of the great administrators, as well as a visionary, innovator and bold strategist. He has moved the college forward and brought prominence and respect to the discipline.”

Perlmutter has been in higher education 25 years, and both his parents were professors.

“In all that time, I’ve never been on a campus such as Texas Tech, where everyone – from undergraduates to the chancellor – has taken on such an excitement for the future,” he said. “Texas Tech is such a can-do place, I’m eager to join you and feel right at home.”

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Perlmutter previously was a professor in the William Allen White School of Journalism and Mass Communications at the University of Kansas, and received his doctorate from the University of Minnesota in 1996. He earned his bachelor's and Master's degrees from the University of Pennsylvania.

In addition to his research, teaching, and administrative duties at Iowa, he served on the Provost's Strategic Global Initiatives Council, the Advisory Council for the Office of the Vice President for Strategic Communication, the campus Fulbright Committee and is an International Programs Faculty Fellow as well as a Starch Faculty Fellow in the College of Liberal & Sciences.

At the University of Kansas he served as associate dean for Graduate Studies and Research and as a member of the University Press of Kansas Editorial Board Committee, and he graduated from the Senior Administrative Fellows Program.

At Louisiana State University he was interim associate dean for Graduate Studies and Research, led the political communication track and won two faculty awards including the main campus-wide award for research, teaching and service.

A documentary photographer, he also is the author or editor of nine books on political communication and persuasion.

He has written several dozen research articles for academic journals as well as more than 200 essays for U.S. and international newspapers and magazines such as Campaigns & Elections, Christian Science Monitor, Editor & Publisher, Los Angeles Times, MSNBC.com, Philadelphia Inquirer and USA Today. He writes a regular column, "Career Confidential," for the Chronicle of Higher Education and blogs for that publication's "The Conversation."

In 2010 he was elected to the Association for Education in Journalism & Mass Communication Standing Committee on Research. In 2011 he began a three-year term on the AEJMC Finance Committee.

Perlmutter has been interviewed by most major news networks and newspapers, from the New York Times to CNN, ABC, and [The Daily Show](#). He regularly speaks at industry, academic and government meetings and runs workshops on personal and institutional branding via social media and on promotion and tenure in academia.

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

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: May 9, 2013

CONTACT: Callie Jones, callie.jones@ttu.edu
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Texas Tech Hosts Summer Enrichment Programs for Youths

This summer, Texas Tech University will play host to several academic enrichment summer camps for kids entering grades 4-11. The programs are offered through Texas Tech's Institute for the Development and Enrichment of Advanced Learners (IDEAL).

Available programs, dates and age levels are listed below.

Wind Engineering Camp: Run on the Wind

June 9-14

Rising grades 7-11

This six-day/five-night summer camp explores the power of the wind and the means by which we harness it. In this camp, students will see how we forecast and measure the wind, learn the basics of turbine design, and build and test a wind turbine. Students will gain knowledge about how wind science is interdisciplinary and what careers are possible with a degree in wind science, as well as what academic skills are necessary to succeed as a wind scientist.

Classes are team-taught by experienced university and public school faculty and emphasize hands-on activities. Classes are interdisciplinary to allow campers to explore many aspects of science through the lens of wind science. Students will be grouped into classes by age.

Students are housed in Texas Tech residence halls. Each camper will have one roommate. One counselor is assigned to every 15 campers. Campers may request a roommate (not guaranteed). Meals are served daily in a Texas Tech dining hall. Evenings are devoted to traditional summer fun that includes swimming, basketball, volleyball, a pizza party, and a trip to The Main Event.

Tuition is \$635 and includes instruction, supervision, room and board, a camp T-shirt and evening recreation. Applications without deposits are not processed.

The balance-due deadline and the refund deadline is May 25. Registrations are accepted on a first-come first-serve basis. Because enrollment is limited, early registration is encouraged.

Shake Hands with Your Future

Office of Communications and Marketing

An EEO/Affirmative Action Institution

Session I: June 9-13
Rising grades 8-11

Session II: July 7-11
Rising grades 4-7

Shake Hands With Your Future students explore different fields of study with hands-on opportunities. The program is designed to help students develop interests and focus their academic path.

Classes available this year include architecture, animal science and food technology, environmental engineering, clinical lab science, LEGO robotics, art, law, theater arts, forensics, lab science and circuits.

Students request two classes and receive 10 hours of total instruction in the morning class and 9 hours of total instruction in the afternoon class. Classes are not graded.

Students are introduced to university life and live in a Texas Tech residence hall. When students are not in class, they have fun and meet new friends from throughout Texas, the United States and beyond.

Tuition is \$545 and includes instruction, supervision, room and board, a camp T-shirt and evening recreation. Applications without deposits are not processed.

Registration is ongoing and the refund deadline is May 21 for Session I and June 1 for Session II. Registrations are accepted on a first-come first-serve basis. Because enrollment is limited, early registration is encouraged.

Science: It's a Girl Thing

Session I: June 24-27
Rising grades 5 & 6

Session II: July 22-25
Rising grades 7-11

Science: It's a Girl Thing is a four-day/three-night residential camp for girls entering grades 5-11. Girls attend hands-on science classes in university classrooms and laboratories. Program goals include providing girls with strong role models, sparking an interest in science, dispelling myths and misconceptions about science and careers in science, and introducing under-represented girls to a collegiate experience.

Students are housed in Texas Tech residence halls. Each camper will have one roommate. Campers may request a roommate (not guaranteed). Meals are served daily in a Texas Tech dining hall. Evenings are devoted to traditional summer fun activities.



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Tuition is \$345 and includes instruction, supervision, room and board, a camp T-shirt, and evening recreation. Applications without deposits are not processed.

Registration is ongoing. The balance-due and refund deadlines are June 1 for both sessions.

Shake Hands with Your Future and Science: It's a Girl Thing require teacher nominations. For more information and for registration forms, visit the IDEAL website at <http://www.depts.ttu.edu/diversity/ideal/>.

IDEAL is part of the Division of Institutional Diversity, Equity and Community Engagement.

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

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News Release

FOR IMMEDIATE RELEASE

DATE: May 10, 2013

CONTACT: Karin Slyker, karin.slyker@ttu.edu
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Library Receives \$900,000 Software Donation for 3-D Animation Tools

Texas Tech University Libraries has received a three-year, in-kind software donation worth \$900,000 from Side Effects Software for the Houdini 3-D Animation Tools. The software will enhance the Library's new Media Lab in Informatics and Scientific Visualization which will focus on 3-D research efforts.

Houdini software is also offered in the 3-D Animation Lab and via 3-D Lab remote access.

The gift is a culmination of a four-year relationship with Side Effects Software, said David Bennett, lab administrator.

"We are thrilled to be able to offer the highest quality scientific visualization software to our users," Bennett said. "This allows us to continue to raise the bar in offering cutting-edge technology at the library."

Donald Dyal, dean of Texas Tech Libraries, said the generous software donation provides yet another tool to make accessing information easier.

"We are pleased to offer these state-of-the-art 3-D animation tools to our ever-growing arsenal of electronic resources such as e-journals, databases and e-books," he said.

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News Release

FOR IMMEDIATE RELEASE

DATE: May 10, 2013

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech Center One of Few to Teach Instructors of Individuals with Sensory Impairments, Autism

Results of \$1.25 million grant realized in high-need areas.

Children with sensory impairments have unique learning needs, as do students with autism. Until fairly recently, very little was known about teaching children with both sensory impairments and autism. The Texas Tech University Virginia Murray Sowell Center for Research and Education in Sensory Disabilities is changing that by training teachers in high-need areas of the country.

In the fall of 2011, three Sowell Center professors in Texas Tech's College of Education received notification of a \$1.25 million, five-year grant from the U.S. Department of Education, Office of Special Education Programs to fund Project SASI: Students with Autism and Sensory Impairments, Addressing the Personnel Shortages of Rural, Remote, and High-Need Areas.

Nora Griffin-Shirley, Rona Pogrund and Roseanna Davidson are co-principal investigators and directors of the project.

"The purpose of this project is to help alleviate the shortage of teachers trained in the areas of visual impairment, deafness, deafblindness, and orientation and mobility, as well as to provide trained teachers who deal with more than one diagnosis of autism and other sensory impairments," Griffin-Shirley said. "These professional teachers are acutely needed in the rural, remote and high-need areas in Arkansas, Idaho, Mississippi, Montana, Texas and Wyoming."

By the end of the five years, 40 effective teachers will be prepared by this grant to work in these needy areas, Griffin-Shirley said. The program is a hybrid model that uses distance education, face-to-face instruction and local support to prepare teachers to work with the types of students who have sensory impairments from birth and for those who are born with both sensory impairments and autism.

Teachers completing the program earn a graduate school certificate in sensory impairments and autism as well as a certification in one of four major areas: teacher of students with visual impairments, teacher of students who are deaf or hard of hearing, teacher of students with deafblindness, and orientation and mobility specialist.

Shelby Gill is employed by the Campbell County School District in Gillette, Wyo., and teaches Junior Kindergarten. She has been teaching for 10 years, with the majority of that time spent teaching high-needs special education for both Crook County School District in Sundance, Wyo. and Campbell County School District.

“The program has helped prepare me in my teaching by providing me with the knowledge and tools to use with some of my wheelchair-bound students,” Gill said. “I had a student just learning to be mobile in his wheelchair, but he had not had formal training in mobility training. I have found the program to provide lots of great information to help him increase his independence.”

Gill said the program has been very easy to access and the grant aspect has streamlined the process as well.

“I find it amazing that they can help with all the costs of the program. My travel, books and classes have all been covered by the grant, which is the only way I would have been able to complete the program. It has been a very rewarding learning experience for me and I look forward to working in the orientation and mobility field upon completion of the program.”

Building on success

The program itself collaborates with states the Sowell Center already has partnered with previously on another completed federal grant, “Children with Sensory Impairments” on which Roseanna Davidson was the sole principal investigator, according to Griffin-Shirley.

“Project SASI is built on those efforts with individual states and state contacts they’ve had before in the area of sensory impairments. Generally these states don’t have any of our personnel preparation programs offered through their university system or private universities in their state, or they may have one unique program but not the other three, or two unique programs without the other two.”

The major objective, she said, is to develop memorandums of understanding (MOUs) with the states departments of education in the six states involved, to provide the personnel needed for that state in one, if not all four areas, using Texas Tech as the personnel preparation program.

There are 19 students in the first cohort of candidates, and the states have begun recruiting for the second cohort. Every state will advertise and recruit for the program in their state and will select recommendations from the pool of applicants. The Sowell Center’s faculty will evaluate each recommended candidate and choose the next cohort that will start in January 2014.

Madonna Hammer, a teacher at Riverton High School in Riverton, Wyo., thinks the SASI program is wonderful in that it provides funding and opportunity.

“It helps to prepare for the area in which one wishes to add a certification, if that is your goal, or for a Master’s degree,” she said. “I would recommend most of the classes in this program to those who wish to gain knowledge and experience working with individuals with visual impairments as well as those who have additional disabilities.”

Each of the three principal investigators heads a program or two. Griffin-Shirley coordinates the Orientation & Mobility Specialist program, Pogrund oversees the Teacher of Students with Visual Impairments program and Davidson heads up the Deafblind program and the Deaf Education program.

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

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

Friday, May 10, 2013

Contact: Chris Cook, chris.cook@ttu.edu,
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Texas Tech Provost Bob Smith Stepping Down

Texas Tech University Provost Bob Smith will step down from his position, effective May 13, newly appointed president Duane Nellis announced Friday (May 10).

“I speak for many when I say I appreciate Bob’s years of service and dedication to Texas Tech and higher education,” Nellis said. “We wish him all the best in his future endeavors.”

Nellis has appointed current interim president Lawrence Schovanec as interim provost, effective upon Nellis’ formal start date June 15. Senior Vice Provost Rob Stewart will serve as the acting provost until that date.

A national search for the provost position will begin in the fall.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: May 10, 2013

CONTACT: Karin Slyker, karin.slyker@ttu.edu
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Texas Tech University Leads the Nation in Wind Research Department was born 43 years ago after F5 tornado hit Lubbock.

On May 11, 1970, an F5 tornado ripped through downtown Lubbock, killing 26 people and causing more than a half-billion dollars in damage. The devastation also brought forth the nation's leading facility for wind research at Texas Tech University.

Another tornado season is upon us, and when it comes to protection from tornadoes, Texas Tech remains at the center of debris impact testing and storm shelter development. It also is home to the National Storm Shelter Association (NSSA).

The Federal Emergency Management Agency (FEMA) published P-320 in 1998, a guide to help property owners decide how best to provide near absolute protection with regard to safe rooms. Virtually all the designs were developed at Texas Tech, with debris impact testing done at the university's National Wind Institute.

For more on the role Texas Tech plays in tornado and storm shelter research, click [here](#).

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TEXAS TECH UNIVERSITY™

News Release

FOR IMMEDIATE RELEASE

DATE: May 12, 2013

CONTACT: Callie Jones, callie.jones@ttu.edu
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Like Mother, Like Daughter

Texas Tech mother and daughter become first-generation college graduates together.

When Madison Taylor's mother told her she wanted to go back to school, Madison said she was crazy.

This week, the pair will graduate together from Texas Tech University's College of Human Sciences.

Taylor and her mother, Reneé Flournoy, are both from Lubbock and each grew up with a love for Texas Tech.

"I always knew I wanted to go to Texas Tech, it would have been too hard to go anywhere else," Taylor said.

Taylor was surprised when, two years into her own undergraduate career, her mom told her she wanted to go back and finish a degree she began in the 1970's.

After graduating from Cooper High School, Flournoy began at Texas Tech in 1978 in elementary education. Realizing she didn't want to be a teacher, Flournoy did not finish her degree.

However, when she saw her daughter excelling at Texas Tech, she felt a desire to accomplish her long-standing goal of attaining a college degree.

"I thought, all the kids Madison's age are doing well, I could do that!" Flournoy said.

Flournoy enrolled in the general studies program in the College of Human Sciences. She and her daughter, who is a Restaurant, Hotel and Institutional Management (RHIM) major, have taken many of the same classes, although never at the same time.

"It's funny that we never had a class together, but this year she had a class with two of my friends from high school," Taylor said.

The two have ended up with many of the same friends through classes and learned study tactics from each another.

“Actually, Madison really taught me the best way to study,” Flournoy said. “Now, I use note cards and more modern strategies that work well.”

As a non-traditional student, Flournoy said she has benefitted from her experiences with students her daughter’s age, turning them into lasting friendships. After attending class with Eric Stephens, a running back for the Red Raider football team, she ended up becoming friends with Stephens’ family, including his infant daughter.

The friendship spawned a business idea for Flournoy: creating tiny jerseys for infants to wear. She plans to expand the idea to create jerseys and cheerleading uniforms for infants and children, a related enterprise to the family business, California T’s.

“I never would have had the idea if I hadn’t been in class and made friends with the kids here,” Flournoy said.

“I’m so proud of her,” Taylor said. “I can’t imagine going back to school that much later in life. I’m impressed.”

For Mother’s Day, they plan to go out to eat with one of Flournoy’s friends she met during her original stint at Texas Tech. She says she has inspired several friends her own age to go back and get a degree from Texas Tech.

The pair will be joined by their extended family and friends this week for commencement activities. Together, they will be first-generation college graduates.

“My dad is a huge Texas Tech fan, and always has been,” Flournoy said. “I know this means a lot to him. He is so proud of us.”

After graduation, Taylor will leave her mother to pursue job opportunities in North Carolina. For now, the two are glad that the hard work over the last few years has paid off.

“It’s a fun life, although it’s a different kind of fun than it was back then,” Flournoy said. “Learning so much has been wonderful.”



Web Only

FOR IMMEDIATE RELEASE

DATE: May 13, 2013

CONTACT: Callie Jones, callie.jones@ttu.edu
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Leader of the Pack

Future veterinarian Maggie Jones looks back on her time at Texas Tech.

Even though Texas Tech University was not where Maggie Jones envisioned herself four years ago, now she cannot imagine her life anywhere else.

“It’s heartbreaking for me to leave,” she said of her upcoming graduation. “I lived on campus for three years; I recruit and travel for the school as part of President’s Select. Texas Tech has been my life for the last four years.”

Jones, who graduates Saturday from the Honors College and the College of Agricultural Sciences and Natural Resources (CASNR), has been very active on campus throughout her undergraduate years, which have been steadily preparing her for a career in veterinary medicine.

“I applied to a lot of schools my senior year of high school, and my brother was a student at Texas Tech,” she said. “When I visited him and took a tour, the people here made me want to come. They took me on a tour of the facilities and made me feel like they wanted me.”

Jones said Michael San Francisco, who is currently interim vice president for research, convinced her that Texas Tech’s Honors College would be ideal for her interests.

When she came to Texas Tech from her hometown of Albuquerque, N.M., Jones became involved in Kappa Alpha Theta sorority and President’s Select, worked in undergraduate research for the natural resources management department and interned for Senator Martin Heinrich in Washington, D.C.

Jones had a unique interest in veterinary medicine, especially compared to her peers in CASNR: she wanted to work with exotic animals and wildlife, and she had never been on a farm or seen a pig in real life.

In the fall of 2012, Jones spent the semester interning with the New England Aquarium with their marine mammal and sea animal rescue facility outside of Boston, working with rescued sea turtles.

During her internship, Jones received hands-on experience ensuring injured and ill sea turtles regained proper strength for their return to the wild. She said the facility had a

record-breaking year, helping more than 250 sea turtles during her time there, each of which would have died without assistance.

“Rescue and rehabilitation as a veterinarian is what I want to do, and I got that out of the internship,” Jones said.

She says that despite initially wanting to attend a smaller school, Texas Tech provided opportunities she couldn’t have received elsewhere.

“I definitely got that small-school environment in the Honors College and the College of Agriculture; I have professors that really care about me,” she said. “But I also got something that I didn’t know I wanted, and now I know I couldn’t live without: the atmosphere of a huge university, with the football games, traditions and culture that comes with the Red Raider family.”

Jones will attend Colorado State Veterinary School in the fall, a dream of hers since she was 15 years old. She is looking forward to taking a trip to the Galápagos Islands this summer with her mother.

But first, Jones must leave Texas Tech and the family she’s grown to love.

“The professors I had my freshman year, whom I’ve had no professional interaction with since, still email me and see how I’m doing,” Jones said. “The Honors College had a convention in Boston when I was there and the people there took me out to dinner. Even across the country Texas Tech was there for me.”



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: May 13, 2013

CONTACT: Megan Ketterer, megan.ketterer@ttu.edu
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Raider Rojos Chapter Celebrates Hispanic Graduates

- WHAT:** The annual spring Hispanic Graduation Convocation will recognize Hispanic graduates from the Texas Tech University System.
- WHEN:** 6:30 p.m. Thursday (May 16)
- WHERE:** McKenzie-Merket Alumni Center, 17th Street & University Avenue
- EVENT:** Graduates and special guests will process to the music of the Texas Tech mariachi band, Los Matadores. Graduates will be presented with a cultural stole and a Raiders Rojos pin during individual recognition of each graduate.

The event is hosted by the Raider Rojos National Alumni Chapter, which promotes retention and graduation attainment of Hispanic students within the Texas Tech University System.

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

CONTACT: Janie Ramirez, outreach programs administrator, College of Education, Texas Tech University, (806) 742-1997, or janie.ramirez@ttu.edu.

Expert Pitch

FOR IMMEDIATE RELEASE

DATE: May 13, 2013

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

Texas Tech Ag Economics Expert: Monsanto Patent Ruling Helps and Hurts U.S. Supreme Court ruling has pros and cons for company, consumers

Today (May 13) the U.S. Supreme Court ruled in favor of industry giant Monsanto, that an Indiana farmer's effort to replicate weed-killer-resistant soybeans was a patent infringement.

Texas Tech University agricultural economics expert, Darren Hudson, said the ruling is not likely to change anything from where things are today, and consumers are not likely to see any major changes in any prices or food choices as a result of this ruling.

Hudson is a professor and Larry Combest Agricultural Competitiveness Endowed Chair as well as the director of the Cotton Economics Research Institute in the [Department of Agricultural and Applied Economics](#).

"This is not particularly shocking, but it makes perfect sense," Hudson said. "Although the cost of planting seed has risen, one has to recognize that what genetic modification technology did was to shift most of the growing season cost into the seed (herbicide, pesticide, etc.) and lowered the in-season cost. Just remember, no one would plant it if they were not making money with it."

However, one report released in February showed three corporations control more than half of the global commercial seed market. It found that from 1995-2011, the average cost to plant one acre of soybeans rose 325 percent.

"The degree of market concentration in the seed industry is a bit troubling for the long-term," Hudson said, "but this ruling will neither enhance or inhibit that concentration."

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

CONTACT: Darren Hudson, professor and Combest Chair of Agricultural Competitiveness, Department of Agricultural and Applied Economics, Texas Tech University; (806) 742-1921 ext. 272, or darren.hudson@ttu.edu.



Web Only

FOR IMMEDIATE RELEASE

DATE: May 14, 2013

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

A Head for Business...and Medicine

For many students, getting through medical school is a challenge. For one Texas Tech University Health Sciences Center medical student, that challenge was met with a second degree from Texas Tech University and a substantial volunteer commitment.

Justin Berk, who graduates from the Texas Tech University's MBA program this weekend, is working on a dual-degree with TTUHSC and the Rawls College of Business. Texas Tech University System is one of only two systems in the nation that allows students to receive both an M.D. and an MBA in four years—the traditional period of time to complete an M.D. alone.

“The joint-degree program is so unique, there's really no other place you have that kind of accelerated program, so that's been tremendous,” Berk said. “I'm going to have my MBA. That's unbelievable when I think about it.”

An Amarillo native and graduate of Yale University for both his undergraduate degree and for a master's program in public health, Berk returned to West Texas to pursue what he said was the most cost-effective way to pursue his passions.

“There's a lot of research about global health, especially in developing countries, and pretty much the top five causes of disease globally are things like malaria, diarrheal diseases, respiratory infections,” Berk said. “They're things for which we've had cures for years, but there is no access to medicine, no access to vaccinations, no access to care.”

Despite understanding the global health impact of such diseases, Berk said he realized the solutions to these problems dealt more with the basic logistics of globalization.

“You know you can get Coca-Cola to those areas but you can't get medicine there,” Berk pointed out. “That piqued my interest into developing more of a business mind-set, to try to address those logistics issues and global health systems issues.”

Berk said it was important for him to attend a medical school that was giving back to the community in some way. He found that in TTUHSC's Free Clinic, a weekly student-run clinic that provides free care to members of the Lubbock community who may not otherwise be able to afford treatment.

Berk served on the leadership team as the student director for the 2012-2013 school year, and said the experience was tremendous.

“It’s a kind of intersection between public health, business and medicine, so it made sense,” Berk said. “I was humbled and proud to be selected for the leadership team as student director.”

The clinic, which required approximately 20 hours of Berk’s time per week on top of his joint-degree program, is run entirely by medical students, including administrative work, inventory management, patient flow, record-keeping, recruitment and marketing.

Students receive the full-learning spectrum, not only on the medical side but also in how to run a medical practice, Berk said.

Berk was awarded the American Medical Association’s Excellence in Medicine Leadership Award, a national prize given to 16 medical students across the country, and the Texas Medical Association Student of the Year, which he will be awarded in Austin on Friday. He will fly back to Lubbock to walk across the stage at the Rawls College of Business graduation ceremonies.

His time at Texas Tech, however, is far from over.

Although he still has two years on the TTUHSC campus, Berk says Texas Tech has opened up opportunities he wouldn’t have elsewhere.

“The people here are some of the most dedicated, hardworking, friendly, supportive group of people and friends that I can imagine,” Berk said. “Some of that is the southern culture but a lot of that is just Texas Tech in general. I’ve been really happy. I feel like I’m learning a lot and I feel very prepared for the medical licensing exams and received many great experiences. It’s definitely been living up to my expectations.”



News Release

FOR IMMEDIATE RELEASE

DATE: May 15, 2013

CONTACT: John Davis, john.w.davis@ttu.edu
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Researchers at Texas Tech, Cotton Inc. Find Low-Grade Cotton Offers More Ecologically-Friendly Way to Clean Oil Spills

When it comes to cleaning up the next massive crude oil spill, one of the best and most eco-friendly solutions for the job may be low-grade cotton from West Texas.

Seshadri Ramkumar, lead author of the study and manager of the Nonwovens and Advanced Materials Laboratory at The Institute of Environmental and Human Health (TIEHH), said he and his colleagues found that low-micronaire cotton – one of the lowest-quality types of cotton – is most effective at picking up oil. A pound of the low-micronaire cotton can pick up more than 30 pounds of crude oil, and its natural waxiness helps to repel water.

The new study includes some of the first scientific data on unprocessed raw cotton's use in crude oil spills, and was published in the ACS journal *Industrial & Engineering Chemistry Research*.

“In this region, about 10 percent of the cotton grown in West Texas is low micronaire,” he said. “It doesn't take a dye well, so it gets discounted. However, because low-micronaire cotton is less mature, it shrinks, and you are able to pack more fiber into a given area. The strength here is that the low-micronaire cotton absorbs the most crude oil. The oil is not only stuck to surface, the oil gets absorbed into the fiber.”

Ron Kendall, director emeritus at TIEHH and special assistant to the president, said the Deepwater Horizon disaster emphasized the need for better ways of cleaning up oil spills.

“One of the things we realized from Deepwater Horizon is we didn't have the best tools for cleanup, and the technology wasn't right for the booms,” Kendall said. “This discovery that low-micronaire cotton, which is the least valuable cotton, can absorb as much crude oil as it does is a breakthrough discovery. It gives us an excellent tool for cleanup of shorelines, animals and ecologically sensitive areas as well as a new technology for booms that can stop oil sheen moving into wetlands. And it's biodegradable. This is just another added bonus use for low-end West Texas cotton. Now, farmers have a new use for low-end cotton in a very significant way for oil spill cleanup. It's a major discovery from scientific and economic standpoints.”

Scientists have done extensive studies on fibers such as barley straw, kapok, polypropylene wool, Ramkumar said. However, big gaps existed in knowledge about their basic crude oil-uptake mechanisms and no data existed on unprocessed raw cotton. His team decided to fill those gaps with research on the oil sorption properties of low-micronaire cotton.

The cotton fibers take up oil in multiple ways, including both absorption and adsorption in which oil sticks to the outer surface of the cotton fiber.

“Our interest was to see how raw cotton straight from the bale picks up the crude oil as well as determining the governing mechanism behind picking up the crude oil,” he said. “We show through sophisticated testing that low-micronaire cotton is much finer and can pick up more crude oil. And crude oil is very different from refined motor oil. It’s very dense and releases toxic vapors. It’s not as easy to get picked up. In contrast to synthetic sorbents, raw cotton with its high crude oil sorption capacity and positive environmental footprint make it an ecologically friendly sorbent for oil spill cleanups.”

Laboratory work using crude oil was performed by graduate student Vinitkumar Singh. Both Cotton Incorporated and The CH Foundation contributed funds to this research. For a PDF of this research, contact John Davis.

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

CONTACT: Seshadri S. Ramkumar, associate professor, The Institute for Environmental and Human Health, Texas Tech University, (806) 885-0228 or s.ramkumar@ttu.edu, Ron Kendall, professor and special assistant to the president, Office of the President, Texas Tech University, (806) 885-0238 or ron.kendall@tiehh.ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: May 15, 2013

CONTACT: Sydney O'Drobinak, sydney.odrobinak@ttu.edu
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Senior Goes From a Texas Tech Classroom to a CBS Baking Competition Show

Growing up, Whitney Beery was the only person in her family with a sweet tooth. If she wanted dessert, she had to learn how to bake it herself.

These baking skills landed the Texas Tech University Restaurant, Hotel and Institutional Management (RHIM) senior a spot on a new CBS competition baking series called "The American Baking Competition" which airs at 7 p.m. on May 29.

CBS was looking for a young personality to add to the show and discovered Beery through her baking blog, Appleton Desserts. She was chosen as one of ten contestants who will compete for \$250,000 and a publishing contract with Simon & Schuster to create a personal cookbook. The show is hosted by comedian Jeff Foxworthy and judged by celebrity chefs Marcela Valladolid and Paul Hollywood.

"I was nervous at first because I had never been in a baking competition before," said Beery, who will graduate this weekend. "However, the show taught me how to challenge myself and it gave me the confidence to experiment more with my baking."

When asked what her favorite parts of filming the show were, Beery said getting to know the other cast mates really well and the rare opportunity to compete on a television show.

Beery decided to move from Denver to Texas Tech after visiting during Parent's Weekend her senior year of high school. She said being a RHIM major has influenced both her baking and her future plans.

"The major is really focused towards cooking and baking, which gives me a lot of hands-on experience that improves my outside baking," she said. "The professors are very focused on the actual product, as well as management skills, and so I feel very prepared for the future."

After graduation, Beery is moving to Sonoma County, Calif., to work in a hospitality position at a wine vineyard. In the meantime, she is excited about the upcoming show.

"I think people would enjoy watching this show because everyone on it is an amateur baker and so that makes us very relatable," Beery said. "It's just normal people who are at all different stages in life, but have a common passion for baking in their free time."

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: May 16, 2013

CONTACT: Callie Jones, callie.jones@ttu.edu
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Texas Tech Students Walk in Spring Commencement Ceremonies

More than 3,900 students graduate in Texas Tech University's Spring Commencement Ceremonies Friday (May 17) and Saturday (May 18) at the United Spirit Arena.

Commencement for the College of Arts & Sciences and the Wind Energy Program begin at 3 p.m. Friday. The Graduate School follows with its ceremony at 7 p.m.

On Saturday, the College of Agricultural Sciences & Natural Resources, Rawls College of Business, the College of Media & Communication, Honors College, and the Office of the Provost (B.A. University Studies and B.S. University Studies) begin their ceremony at 9 a.m. The Colleges of Architecture, Education, Human Sciences, Visual & Performing Arts and the Whitacre College of Engineering begin commencement at 1:30 p.m. The School of Law holds its hooding ceremony at 6 p.m.

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

U.S. Sen. Ted Cruz will speak at Friday's ceremonies, while Congressman Randy Neugebauer will speak at Saturday's ceremonies. Dana Dershowitz, general counsel for the United States Olympic Committee, will speak at the Law School hooding ceremony.

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: Brittany Michelle Thompson, an animal science major from Allen, College of Agricultural Sciences & Natural Resources; Ivan Ali Devora, an architecture major from El Paso, College of Architecture; Morgan Samuel Gross, a psychology major from Denton, College of Arts & Sciences; Cameron Michael Cook, a management information systems major from Kerrville, Rawls College of Business; Olivia Katherine Roberts, a multidisciplinary studies major from Denton, College of Education; Justin Ethan Polk, a mechanical engineering major from Abilene, Whitacre College of Engineering; Sherice Gearhart, a doctoral student in the College of Media & Communication from San Antonio, Graduate School; Erica M. Barhorst, a

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psychology major from Lubbock, Jacob T. Fisher, an honors arts and letters major from Wichita Falls and Blair L. Bohny, a restaurant, hotel and institutional management major from Sugar Land, Honors College; Brianna Marie Stroup, a nutrition major from Albuquerque, N.M., College of Human Sciences; Jennifer Leigh Powell, a public relations major from Plano, College of Media & Communication; Erin Rebecca Petty, a university studies major from Valley Mills, Chris Robert Elliott, a wind energy major from Amarillo, Office of the Provost; and Lindsay Marie Abbott, a music major from Sugar Land, College of Visual & Performing Arts.

The highest ranking May graduates for each college include:

- College of Agricultural Sciences & Natural Resources: Brittany Michelle Thompson, an animal science major from Allen; Skylar Lynn Sowder, an agricultural and applied economics major from Sudan; and Kassie LaDon Davidson, an interdisciplinary agriculture major from Valley View
- College of Architecture: Ivan Ali Devora, an architecture major from El Paso
- College of Arts & Sciences: Alexis Faith Atkins, a psychology major from Allen; Erica Marie Barhorst, a psychology major from Lubbock; Lindsey Kaitlyn Bryce, a biology major from Longview; Barbara Isabel Burton, a psychology major from Portland, Maine; Gene Paul Burton, a history and Spanish major from Levelland; Allison Leslie Caudill, an English major from Pearland; Ardsley Pihl Congdon III, a biology major from Denton; Rebecca Azevedo Gabriliska, a cell and molecular biology major from The Woodlands; Laura Elena Gallastegui, an exercise and sport sciences major from Allen; Matthew Phillip Hoke, an exercise and sport sciences major from Saginaw; Laci Jane Kennedy, a political science major from Townsend, Mont.; Kimberly Kay Kaufman, a political science major from Clark, S.D.; Elizabeth Michele Mikita, a psychology major from San Antonio; Kwaku Opoku, a biochemistry major from Ghana; Jay Bhagwan Patel, a biology major from Plano; Niravkumar Narendrakumar Patel, a political science major from Snyder; Connor Patrick Phillips, a psychology major from Big Spring; Elissa Lane Runkles, a Spanish major from Levelland; Ann Marie Scott, a cell and molecular biology from Garland; John Christopher Stanko, a political science major from Quinton, N.J.; Daniel Alexander Stroud, a chemistry major from Amarillo; and Lauren Eva Wheeler, an exercise and sport sciences major from Garden City
- Rawls College of Business: Lasey Lynn Ashburn, an accounting major from Wolfforth; Kelsey Glyn Barrett, an accounting major from San Antonio; Aaron Tyler Cannon, a finance major from Wolfforth; Cameron Michael Cook, a management information systems major from Kerrville; Tyler Hall Enos, a finance major from Amarillo; Jeffrey Akin Hernandez, an accounting major from Lubbock; and Andrew Kreider, a finance major from Frisco



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- College of Education: Olivia Katherine Roberts, a multidisciplinary studies major from Denton, College of Education
- Whitacre College of Engineering: Justin Ethan Polk, a mechanical engineering major from Abilene
- Honors College: Jacob T. Fisher, an honors arts & letters major from Wichita Falls
- College of Human Sciences: Kaitlin Nicole Monette, an early childhood major from Hobbs, N.M.; Megan Kelso Winemiller, an early childhood major from College Station; and Aubrey Nicole Dimas, a nutritional sciences and dietetics major from Keller
- College of Media & Communication: Jennifer Leigh Powell, a public relations major from Plano
- Office of the Provost (University Programs): Erin Rebecca Petty, a university studies major from Valley Mills
- College of Visual & Performing Arts: Lindsay Marie Abbott, a music major from Sugar Land; and Kathryn Denise Rocha, an art major from The Woodlands
- Office of the Provost (Wind Energy): Nickolas Jordan Quintana, a wind energy major from Lubbock

Additional Information

Receptions for each college will be held immediately following the ceremonies. Receptions will be located as follows:

- College of Agricultural Sciences & Natural Resources: atrium area, Animal Science Building
- College of Architecture: Student Gallery ground level, College of Architecture
- College of Arts & Sciences: foyer area in front of room 104, Holden Hall
- Rawls College of Business: McCoy Atrium, Rawls College of Business
- College of Education: second-floor foyer, Education Building

- School of Engineering: Livermore Center
- College of Human Sciences: El Centro, Human Sciences Building
- College of Media & Communication: third-floor student lounge, Media & Communication Building
- University Programs: Red Raider Lounge, Student Union Building
- College of Visual & Performing Arts: Rotunda, Holden Hall

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: May 16, 2013

CONTACT: Karin Slyker, karin.slyker@ttu.edu
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Texas Tech University Names Floydada High School Graduate the 2013 Distinguished Engineering Student

The Texas Tech Edward E. Whitacre Jr. College of Engineering has named Sean Miller the recipient of the McAuley Distinguished Engineering Student Award for 2013.

This award, provided by members of the Whitacre College of Engineering Dean's Council, is named in memory of James A. McAuley, an active member of the Dean's Council, and a Texas Tech Distinguished Engineer.

Miller competed for this honor and was selected because of his outstanding academic achievements, honors, activities, interests, and aspirations. He will graduate in December 2013 with a Bachelor of Science in Mechanical Engineering and he currently has a 3.91 GPA.

The choice to attend Texas Tech and study engineering was not a difficult one for Miller, as he grew up in Floydada; his father and grandfather attended Texas Tech. Miller attended many Red Raider sporting events and various camps on the campus of Texas Tech as a teenager, and he had an interest in aeronautical and aerospace engineering from an early age.

Arriving at Texas Tech, he immediately began expanding his learning opportunities beyond the classroom. He became involved with student organizations and community outreach opportunities right away. In the summer before his sophomore year, he studied abroad in Seville, Spain. During his sophomore year, he began the first in a series of four internships and co-ops at the NASA Johnson Space Center in Houston.

While in Houston for each of his internships and co-ops, he worked with the Clear Lake Church of Christ Homeless Ministry, serving as an overnight host to homeless families staying in the church building as well as collecting and distributing clothing and hygiene items to homeless individuals in downtown Houston. He also had an internship with Baker Hughes in Midland, during the summer before his senior year.

In Lubbock, he has been a member of the Texas Tech American Society of Mechanical Engineers (ASME) student chapter, served as the banquet chair, the internal vice president and currently serves as the external vice president. In this role, he has solicited

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senior design project proposals from engineering corporations and led the ASME chapter in sponsoring and organizing the annual South Plains Math and Science Competition.

His enjoyment of aeronautical and aerospace engineering has continued and increased through the concepts and skills he has learned in the classroom and in his hands-on experiences at NASA's Johnson Space Center. Miller hopes to secure a full-time position with NASA after graduating this fall.

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CONTACT: Jeff Sammons, director of marketing, Whitacre College of Engineering, Texas Tech University, (806) 742-3451, or jeff.sammons@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: May 16, 2013

CONTACT: Chris Cook, chris.cook@ttu.edu
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Texas Tech Will Not Increase Tuition for Upcoming Academic Year

Texas Tech University announced today (May 16) it will maintain current tuition and mandatory fees for the 2013-14 academic year, marking the first time since 2008 tuition has not increased.

The Finance and Administration Committee of the TTU System Board of Regents approved the proposal this afternoon for in-state, undergraduate students. Full board approval is expected Friday.

“Making college affordable and giving students access to educational opportunities at the highest level should be among our top priorities as institutions of higher learning,” said M. Duane Nellis, who will assume duties as Texas Tech University president June 15. “Despite the constant increases in operating costs across the board, I would like to commend the university administration for creating a plan to maintain the current tuition rate and alleviate some of the burden associated with the cost of higher education.”

Maintaining current tuition numbers, when combined with last year’s slight 1.95 percent increase, reflects the lowest biennia increase in school history. Tuition and mandatory fees for the 2013-14 academic year will be \$7,517 for 24 credit hours, which is equivalent to what undergraduate students paid during the recent academic year. Additionally, fees for parking, housing and board will remain the same.

Texas Tech University System Chancellor Kent Hance echoed the need for relieving the pressures of college costs, not just at Texas Tech University, but system institutions as well.

“Keeping tuition affordable for students and their families has been a top priority for the Texas Tech University System,” said Hance. “We set an example in 2008 by not raising tuition and fees at Texas Tech University. Not only are we freezing tuition and fees at Texas Tech University this time, but we also are holding the line at our other two component institutions – Angelo State University and Texas Tech University Health Sciences Center.”

U.S. News & World Report has ranked Texas Tech among the top 30 nationally each of the last two years for students graduating with the least debt, while its graduates are consistently among the most sought after by employers. The Wall Street Journal, in a survey of more than 800 business recruiters, ranked Texas Tech graduates among the most prepared nationally at No. 18.



News Release

FOR IMMEDIATE RELEASE

DATE: May 16, 2013

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

Wind Research Experts Available to Discuss Deadly Tornado Outbreak

More than a dozen people are still unaccounted for after a series of tornadoes ripped through north-central Texas on Wednesday night. The hardest area hit was a neighborhood near Granbury, southwest of the Dallas-Fort Worth area, where at least six people were killed and dozens more are injured.

Texas Tech University leads the nation in wind research. The department was born 43 years ago, after an F5 tornado killed 26 people and destroyed portions of downtown Lubbock. Faculty representing the university's civil engineering department and atmospheric sciences group began to think what could be done to minimize the effects of severe wind events such as tornadoes and hurricanes on lives and structures.

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

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

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

Christopher Weiss, associate professor of atmospheric science, has researched the genesis and low-level wind structure of tornadoes for the past 13 years. He also maintains a research interest in the processes responsible for the generation of the parent thunderstorms. He can speak to the current scientific understanding regarding why tornadoes form and intensify, as well as how the structure of the tornado relates to the observed damage seen at the ground. He can be reached at (806) 834-4712 or chris.weiss@ttu.edu.

-more-

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Daan Liang, assistant professor of construction engineering technology at Texas Tech, has studied with various probability models how the construction of buildings affects their vulnerability against severe windstorms. Recently, his research is focused on the advancement of remote sensing technology in documenting and assessing wind damages to residential structures. Liang can be reached at (806) 742-3538 or daan.liang@ttu.edu.

Ernst Kiesling, professor of civil engineering and executive director of the National Storm Shelter Association, can speak on the construction and use of residential and community shelters. Kiesling has more than 35 years of experience in the field documenting storm damage, writing performance standards for safe rooms, and verifying compliance of safe rooms with those standards. He can be reached at (806) 742-3476 or ernst.kiesling@ttu.edu.

Larry Tanner, research associate in civil engineering, has years of field experience studying tornado damage and debris. Tanner's research of approximately 400 manufactured homes damaged by a 2005 tornado that killed 22 people in Evansville, Ind., prompted new standards for mobile home installation in the region. Tanner can be reached at (806) 742-3476 ext. 336 or larry.tanner@ttu.edu.

Darryl James, professor in the Department of Mechanical Engineering and WiSE associate, and his team spent more than a year and a half building a tornado simulator at Reese Center. The device, known as VorTECH, simulates tornadic winds in the mid-EF3 range or less, in an effort to understand how tornadoes do their damage. James can be reached at (806) 742-3563 or darryl.james@ttu.edu. And watch VorTECH at work at http://www.youtube.com/watch?v=w_yLLAus75o.

Bradley Ewing, professor of operations management in the Rawls College of Business, has studied the economic impact of hurricanes and tornadoes for more than 12 years. He can speak to the impact of hurricanes and tornadoes in cities like Oklahoma City; Corpus Christi; Wilmington, N.C.; Miami; and Nashville, Tenn. Ewing can be reached at (806) 834-3939 or bradley.ewing@ttu.edu.



TEXAS TECH UNIVERSITY SYSTEM

News Release

FOR IMMEDIATE RELEASE

DATE: May 17, 2013

CONTACT: Dailey Fuller, dailey.fuller@ttu.edu

EDITORS NOTE: Visit the URL listed below and enter the login information for access to video and audio files from today's announcement.

URL: communications.ttumedia.com

Media Login (case sensitive): Username – ttucomm; Password – Raiders!!

Tuition, Fees Not Increasing at TTU System Institutions

Texas Tech University does not raise tuition and fees two out of the last six years.

Chancellor Kent Hance and Texas Tech University System officials announced today (May 17) that tuition and mandatory fees will not increase for the 2013-2014 academic year at each of its component institutions – Texas Tech University, Angelo State University and Texas Tech University Health Sciences Center.

“Keeping tuition affordable for our students and their families has been a top priority for the Texas Tech University System,” Hance said. “We set an example in 2008 by not raising tuition and fees at Texas Tech University. Not only are we freezing tuition and fees at Texas Tech University this time, but we also are holding the line at our other two component institutions – Angelo State University and Texas Tech University Health Sciences Center.”

The TTU System Board of Regents voted this morning to keep tuition and mandatory fees constant for in-state, undergraduate students enrolled in 15 semester credit hours at all three of its universities.

“The Board of Regents had a unique opportunity this year to give the families of our current and incoming students a financial break, and we are proud to do so,” said Mickey Long, chairman of the TTU System Board of Regents. “Our goal is to make the costs of achieving higher education more accessible and less burdensome.”

Additionally, the Board of Regents approved Texas Tech University and Angelo State University to begin developing a plan that will offer students a four-year, fixed rate for tuition and mandatory fees at each institution, respectively. A plan will be presented to the board at a meeting later this year with hopes of providing this option to students in the 2014-2015 academic year.

“We especially thank Gov. Perry and the Texas Legislature for their efforts to increase funding for higher education,” Hance said. “With the support of our state’s leaders, we will continue to achieve great things.”

Texas Tech University

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Tuition for the 2013-2014 academic year will not increase at Texas Tech University. In addition to no tuition hike, there also will be no increase in mandatory student fees for Texas Tech University students, including housing charges, parking rates and hospitality services board rates.

“Keeping the rising student debt burden across the country in mind, we worked diligently to maintain our current tuition and mandatory fees and not pass on an increase to our students,” said Lawrence Schovanec, interim president of Texas Tech University. “I appreciate President Nellis’s support of this recommendation so that we can continue to offer one of the lowest-priced and highest-quality educational opportunities among state institutions and our peers across the country.”

This marks the second time Texas Tech University has not raised tuition and mandatory fees since Hance began as chancellor in December 2006, keeping rates constant for the 2008-2009 academic year during a time of rapid increases across the state and nation. Additionally, with the previous academic year’s less than 2 percent increase (2012-2013), this makes it one of the university’s lowest biennium increases in tuition and fees.

“I commend our administration for accomplishing this during a time when operating costs are rising across the board,” said M. Duane Nellis, the 16th president of Texas Tech University. “Our students are our top asset, and it is vital we do what we can to alleviate some of the worry and concern associated with the cost of higher education, while providing them the very best educational opportunity.”

Undergraduate resident tuition and mandatory fees at Texas Tech University for 24 credit hours will remain at \$7,517.

Texas Tech University Health Sciences Center

There will be no increase in resident tuition and fees at the Texas Tech University Health Sciences Center for the 2013-2014 academic year. Additionally, incoming students at the Paul L. Foster School of Medicine in El Paso will no longer incur a \$250 computer usage fee.

“Given the current economy and the challenges it presents to students seeking higher education in health-related fields, the Texas Tech University Health Sciences Center has elected to maintain its current level of tuition and fees,” said Dr. Tedd Mitchell, president of the Texas Tech University Health Sciences Center. “While recognizing the cost of medical education in the state of Texas is already one of the lowest in the nation, we nevertheless have foregone any increase in charges to our students for the upcoming year.”

Angelo State University

Angelo State University will not increase in-state tuition and mandatory fees for undergraduate students enrolled in 15 semester credit hours for the 2013-2014 academic year. Undergraduate resident tuition and mandatory fees at Angelo State University for 30 credit hours will remain at \$7,493.40.

“At Angelo State University, we take pride in keeping the cost of a quality education within reach of the typical Texas family,” said Angelo State University President Brian J. May. “By maintaining total costs for the next academic year at the same level as for the current academic year, we are reaffirming the university’s commitment to keeping higher education affordable for everyone.”



TEXAS TECH UNIVERSITY SYSTEM

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 three 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.

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News Release

FOR IMMEDIATE RELEASE

DATE: May 20, 2013

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Wind Research Experts Available to Discuss Oklahoma Tornado Outbreak

Tornado warnings remain in effect across the Oklahoma City area after a deadly outbreak Monday afternoon. Rescuers are searching for survivors in Moore, Okla., where first responders fear the worst classification on the Enhanced Fujita Scale.

“The EF-5 assignment is premature, but could certainly be accurate given the damage video from Moore,” said John Schroeder, director of the National Wind Institute (NWI). “Texas Tech has a radar team following a storm near Paul’s Valley. And we are evaluating whether a separate team will travel to the devastated areas for a reconnaissance effort. It is a terrible tragedy.”

Texas Tech University leads the nation in wind research. The department was born 43 years ago, after an F5 tornado killed 26 people and destroyed portions of downtown Lubbock. Faculty representing the university’s civil engineering department and atmospheric sciences group began to think what could be done to minimize the effects of severe wind events such as tornadoes and hurricanes on lives and structures.

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

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

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

Christopher Weiss, associate professor of atmospheric science, has researched the genesis and low-level wind structure of tornadoes for the past 13 years. He also maintains a research interest in the processes responsible for the generation of the parent thunderstorms. He can speak to the current scientific understanding regarding why tornadoes form and intensify, as well as how the structure of the tornado relates to the

-more-

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observed damage seen at the ground. He can be reached at (806) 834-4712 or chris.weiss@ttu.edu.

Daan Liang, assistant professor of construction engineering technology at Texas Tech, has studied with various probability models how the construction of buildings affects their vulnerability against severe windstorms. Recently, his research is focused on the advancement of remote sensing technology in documenting and assessing wind damages to residential structures. Liang can be reached at (806) 742-3538 or daan.liang@ttu.edu.

Ernst Kiesling, professor of civil engineering and executive director of the National Storm Shelter Association, can speak on the construction and use of residential and community shelters. Kiesling has more than 35 years of experience in the field documenting storm damage, writing performance standards for safe rooms, and verifying compliance of safe rooms with those standards. He can be reached at (806) 742-3476 or ernst.kiesling@ttu.edu.

Larry Tanner, research associate in civil engineering, has years of field experience studying tornado damage and debris. Tanner's research of approximately 400 manufactured homes damaged by a 2005 tornado that killed 22 people in Evansville, Ind., prompted new standards for mobile home installation in the region. Tanner can be reached at (806) 742-3476 ext. 336 or larry.tanner@ttu.edu.

Darryl James, professor in the Department of Mechanical Engineering and WiSE associate, and his team spent more than a year and a half building a tornado simulator at Reese Center. The device, known as VorTECH, simulates tornadic winds in the mid-EF3 range or less, in an effort to understand how tornadoes do their damage. James can be reached at (806) 742-3563 or darryl.james@ttu.edu. And watch VorTECH at work at http://www.youtube.com/watch?v=w_yLLAus75o.

Bradley Ewing, professor of operations management in the Rawls College of Business, has studied the economic impact of hurricanes and tornadoes for more than 12 years. He can speak to the impact of hurricanes and tornadoes in cities like Oklahoma City; Corpus Christi; Wilmington, N.C.; Miami; and Nashville, Tenn. Ewing can be reached at (806) 834-3939 or bradley.ewing@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: May 21, 2013

CONTACT: Megan Shudde, m.shudde@ttu.edu
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Texas Tech Announces New Business Leadership Program

In fall 2013, the Rawls College of Business will launch its inaugural class of the Rawls Business Leadership Program, a learning experience designed to provide students with real-world knowledge and experiences to excel in leadership roles.

The program focuses on developing students who have a strong academic foundation and real-world experience necessary to be a successful leader. The three elements of the program consist of mentoring, an international experience, and experiential living and learning opportunities. While this program is not an independent major, it is designed to enhance the learning experience at Rawls by giving students an opportunity to participate in action-based leadership activities applicable to all business majors.

Kacie Phillips, junior marketing and management major from Tipp City, Ohio, is excited about her opportunity to participate in the program and what it will do for the college.

“I find the role of leadership to be one of complete and utter prestige. It is a responsibility to act accountably, perform exceptionally and positively influence others,” said Phillips. “This program will undoubtedly take our college to the next level.”

The inaugural 2013-2014 Rawls Business Leadership class consists of 30 students, 15 freshmen and sophomores and 15 juniors and seniors. Mayukh Dass, assistant professor in the Area of Marketing, serves as the faculty advisor for the program.

Freshmen and sophomores include:

- Andrew Heitkamp, Corpus Christi
- Mica Dietrich, Colorado Springs, Colo.
- Caroline Roberson, Coppel
- Conner Parker, Houston
- Gavin Howell, Flower Mound
- Johnny Hernandez, Sundown
- Mary Benavides, Dallas
- Sara Van Sickle, Austin
- Savanna Bryer, Magnolia
- Surafell Kebede, Sugarland

- Taylor Newsom, Lubbock
- Reece Norbeck, Spotsylvania, Va.
- Tia Bates, Dallas
- Claire Williams, San Angelo
- Brandon Maxwell, Mesa, Ariz.

Juniors and seniors include:

- Alex Lyon, Cypress
- Blake Hoffman, Lubbock
- Broc Dyson, San Antonio
- David Henley, Texarkana
- Hayden Turn, Lubbock
- Jacob Fedosky, Rowlette
- Joseph Kmetz, Houston
- Joshua Neel, Waco
- Kacie Phillips, Tipp City, Ohio
- Katie Peters, Amarillo
- Khaki Scrivner, Turkey
- Nia Pierce, Montgomery
- Slade Birkenfeld, Snyder
- Star Marlette, The Colony
- Tanner Swaringen, Abilene

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

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: May 21, 2013

CONTACT: Callie Jones, callie.jones@ttu.edu
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Young Gentleman's Scholar Day Postponed

Texas Tech University's Office of Community Engagement announced that the Young Gentleman's Scholar Day, originally scheduled to take place on May 25 (Saturday), has been postponed until further notice.

"We are committed to delivering this program in the near future and continue to stay dedicated to promoting programs that reinforce the value of higher education," said Heather Martinez, associate director for the Office of Community Engagement.

For any further questions or for more information please contact the Office of Community Engagement directly via telephone at (806) 742-7017 or via email at community.oce@ttu.edu.

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

CONTACT: Heather Martinez, associate director, Office of Community Engagement, Division of Institutional Diversity, Equity & Community Engagement, Texas Tech University, (806) 742-7017, or heather.martinez@ttu.edu.



TEXAS TECH UNIVERSITY SYSTEM™

News Release

FOR IMMEDIATE RELEASE

DATE: May 22, 2013

CONTACT: Dailey Fuller, dailey.fuller@ttu.edu

Chancellor Provides State of the TTU System Address

TTU System presence has added more than 9,000 people in Lubbock since 2006.

During the Lubbock Chamber of Commerce's annual "State of the Texas Tech University System" luncheon, Chancellor Kent Hance outlined the significant progress of the TTU System and its impact on the local, regional and statewide economy.

"Texas Tech University and Texas Tech University Health Sciences Center are vital to Lubbock and the South Plains," Hance said. "Additionally, during my time as chancellor over the past six years, the Texas Tech University System has accomplished many great things that would not have been possible without the continued support of this area and its communities."

In February 2013, Hance announced the TTU System generated a combined economic impact of \$9.98 billion for the state of Texas in 2012. Of this number's total economic output, approximately \$3 billion in total economic output was felt specifically on the South Plains region in 2012. Additionally, total jobs sustained in the South Plains region totaled to nearly 32,000 in 2012.

"Approximately 40 percent of all nonagricultural economic output in the South Plains region comes from the activities of the Texas Tech University System in Lubbock," Hance said. "In the past six years, we have added more than 9,000 people in this city and plan to recruit 12,000 more by 2020."

Comparable to the population of Brownfield or Lamesa, more than 9,000 additional students, faculty and staff have joined the TTU System presence in Lubbock since 2006. This growth is a direct result of the progress made at Texas Tech University and Texas Tech University Health Sciences Center over the past six years.

Specifically, student enrollment at Texas Tech University and Texas Tech University Health Sciences Center has increased by approximately 21 percent, or 6,383 students, since 2006. Each institution is well on its way to reaching enrollment targets of 40,000 students at Texas Tech University and nearly 7,000 students at Texas Tech University Health Sciences Center by 2020 as well.

Since 2006, both institutions have achieved record-breaking numbers not only in student enrollment, but also in research expenditures, degrees awarded and economic output.

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Total research conducted throughout the TTU System approached \$200 million in 2012, which has more than doubled since 2006. Additionally, a record 9,723 degrees were awarded throughout the TTU System in 2012, which is an increase of approximately 24 percent since 2006.

This was the second year in a row for the Lubbock Chamber of Commerce to host a “State of the Texas Tech University System” luncheon. The event was held at the McKenzie-Merket Alumni Center on the Texas Tech University campus. The South Plains region as defined by the Texas Workforce Commission includes the following 15 counties: Bailey, Cochran, Crosby, Dickens, Floyd, Garza, Hale, Hockley, King, Lamb, Lynn, Lubbock, Motley, Terry, and Yoakum.

About the Texas Tech University System

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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.

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Web Only

FOR IMMEDIATE RELEASE

DATE: May 22, 2013

CONTACT: Megan Shudde, m.shudde@ttu.edu
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Red Raiders Boast Consecutive White House Internships

Every semester, students and recent graduates from colleges around the country are chosen to participate in the White House Internship Program in Washington, D.C. For the first time in school history, two Texas Tech University students served as back-to-back interns in the program.

Andrew Serrano, political science graduate student from Odessa, and Rahel Tekola, a senior political science major from Richardson, embraced the program's mission to make the "People's House" accessible to future leaders from across the nation.

"Texas Tech students have served in this role for the past two semesters under President Obama, and previously during Presidents Bush and Clinton's terms," said Ronald Phillips, the director of the Texas Tech congressional and White House internship programs. "This speaks volumes to the quality of our interns and the incredible opportunities offered through the internship program."

Interns are selected based on a commitment to public service, community leadership and to the mission of the Obama Administration. Interns can apply to one of 16 departments in the White House to work under for a semester. The offices include , the Office of the Vice President, the Office of the First Lady and the Office of Presidential Correspondence.

Serrano, a fall 2012 intern, became interested in education policy and poverty issues while teaching in San Antonio. He wanted the internship program to help him gain a better understanding of how the policy process works in the Executive Branch. Through his semester as an intern, he was reminded of how important public service is to our country.

"It is inspiring to see everyone, from the senior officials to the young people who make up their staff, working so hard to try and make a difference."

Tekola, a spring 2013 intern, was inspired to apply for the internship after completing a congressional internship in Washington, D.C., and a discussion with Phillips.

“Ronald saw how much passion I had for public policy and government and suggested that I apply to intern at the White House, and it all began from there,” Tekola said.

Interns participate in weekly events through White House staff members and take off-site field trips. The program includes emphasis on service, and interns participate in service projects in Washington D.C.

Tekola advises any interested student to apply for an internship with the White House, no matter their major.

“There is a misconception that only those interested in policy or political science intern in D.C., however, there are all sorts of talents and students with various passions that come from different academic backgrounds to intern,” she said. “My experience at the White House has been life changing and I am so honored to have served this administration.”

The White House provides internship opportunities in the spring, summer and fall and requires that applicants be a recent graduate, currently enrolled in an undergraduate or graduate program, or a veteran of the United States Armed Forces who possesses a high school diploma or its equivalent and has served on active duty, for any length of time, in the two years preceding the first day of the internship.

For more information on the White House Internship Program, visit <http://www.whitehouse.gov/about/internships>.

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

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: May 22, 2013

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Texas Tech Law Professor Tapped for Prestigious Health Fellowship

Texas Tech University School of Law professor Jennifer S. Bard will join a prestigious new residency program launched by the Network for Public Health Law and the Robert Wood Johnson Foundation.

Bard, the Alvin R. Allison Professor of Law and director of Texas Tech Law's Health Law Program and J.D./M.D. Program, was one of six senior law professors selected for the Scholars in Residence fellowship, intended to sharpen their teaching and scholarly work while providing legal expertise to public health agencies.

Bard's work will explore legal options available to Lubbock city officials seeking to eradicate nuisance insects such as bed bugs and mosquitoes.

She will focus primarily on balancing the property rights of Lubbock homeowners against the actions required by those seeking to track and kill the potentially harmful pests. These needs include securing access for inspectors and compelling private property owners to take remedial actions.

"One of the great challenges of implementing public health policies is balancing the rights of individuals, including owners of private property, and the rights of the community as a whole," Bard said. "When conditions on private property result in the proliferation of disease-carrying insects, then it is necessary for the government, elected by all citizens, to intervene."

"In the case of mosquitoes which may carry West Nile or other serious viruses, the balance is clearly in favor of the population. But in the case of insects like bed bugs, that although a nuisance, are not yet proven carriers of disease, then the balance of interests is less clear and it is important that governments not over-reach. In the end, it is voters who set these parameters by electing the city, state and federal leaders who write the laws establishing these boundaries."

Bard is an adjunct full professor in the Department of Psychiatry at the Texas Tech University Health Science Center's School of Medicine. She served there as associate dean for faculty research and development from August 2011-January 2013.

She teaches, writes and speaks in the areas of public health, bioethics, health law, human subject research, tort law and mental disability. In 2012, she received the President's Excellence in Academics Award and in 2009 the President's Excellence in Teaching Award. She also has been voted Best First Year Teacher by the Phi Alpha Delta Law School honors fraternity. She is an

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elected member of the American Law Institute, Book Review Editor of the Journal of Legal Medicine, and a past-chair of the American Association of Law School's sections on Law, Medicine, and Health Care and Mental Disability.

Find more information about Texas Tech University School of Law at www.law.ttu.edu.

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

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News Release

FOR IMMEDIATE RELEASE

DATE: May 23, 2013

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Business Hall of Fame Inducts Texas Tech Business Student

A Texas Tech University doctoral student from the Rawls College of Business has been named a Texas Business Hall of Fame (TBHF) scholar.

William “Lin” Humphrey is a fourth-year marketing doctoral student focusing on firm strategy related to social media and mobile marketing and was named the Mobile Marketing Association’s [2011 Global Mobile Marketing Academic of the Year](#).

George Hansen, vice president of scholarship for the TBHF, said the candidates were exceptionally strong this year.

“We look forward to recognizing this outstanding group of Texas business students,” he said.

Humphrey is a contributor to the [Huffington Post](#), where he writes about topics related to his research. His industry experience includes digital marketing and e-commerce roles at Carnival Cruise Lines and American Express. His digital agency experience includes working with clients such as Omni Hotels, Norwegian Cruise Line, USAA and Samsung Mobile USA.

“This foundation has been extremely generous in promoting education at the graduate level throughout Texas,” Humphrey said. “I’m incredibly honored to be the university’s Texas Business Hall of Fame Scholar, and I will work to uphold the values of TBHF and the Rawls College of Business throughout my career upon completion of my doctoral program.”

This scholarship will provide financial assistance in completing Humphrey’s final year of the marketing doctoral program, including funding for his research and travel expenses to meet with the corporations he has partnered with for studies.

“The award is a fitting recognition of Lin’s hard work and contributions in industry,” said Lance Nail, dean of the Rawls College, “and now as an academic thought leader on marketing strategy in an age of social media and mobile marketing. The Rawls College is proud to have Lin represent us as a Texas Business Hall of Fame Scholar.”

Humphrey has published in the [International Journal of Mobile Marketing](#) and has presented at the Warsaw Center Sports Marketing Conference, European Institute for Retail & Service Studies, AMA Summer Educators Conference, Cruise Shipping Marketing Chief Marketing Officer Panel, Social Media Marketing and [New Media Expo](#). He has been featured in [USA Today](#), [Travel Weekly](#), Cruise Week, Seatrade and other publications.

The TBHF foundation's mission is to sow seeds for the future by acknowledging and helping underwrite the potential being demonstrated by Texas business students. Humphrey will be recognized at the Texas Business Hall of Fame's 31st annual scholarship program on Nov.14 in San Antonio.

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

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: May 24, 2013

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Honors College Announces 32 Terry Scholars

Texas Tech is the fastest-growing Terry Scholar university in Texas.

Officials at Texas Tech University's Honors College announced the names of 32 students receiving Terry Scholarships, making the university the fastest-growing school in the foundation's 25-year history. No other university has grown in number of scholars as quickly.

In total, the 2013 class of scholars will be awarded a projected \$454,000. The university received more than 500 applicants for the scholarship.

"Texas Tech's incredible growth in the number of Terry Scholars shows not only the type of high-caliber students the university attracts but also reflects well on the type of education these students are seeking from Texas Tech," said Stephen Fritz, dean of the honors college. "It is my hope that this year's success will encourage even more students to apply to the Terry program in the upcoming years."

The Terry Foundation provides four-year scholarships for Texas residents attending Texas Tech University and several other universities in Texas. Terry Scholars are selected from a highly competitive applicant pool of incoming freshmen who demonstrate exceptional leadership, character, financial need and scholastic ability.

The actual amount of the award will vary for each scholar depending on other scholarships and the ability of the scholar's family to contribute to the cost of college.

"Texas Tech is one of the fastest growing schools in the history of our program," said Ed Cotham, president of the foundation. "Every time we visit the campus we are amazed at the world class facilities and the energetic faculty and staff. We continue to be impressed with the students and look forward to a long and successful partnership with the university to develop the future leaders of Texas."

The [Terry Foundation](#) was established in 1986 by Houstonians Howard and Nancy Terry out of a desire to help young people help themselves. The foundation's goal is to strengthen the state of Texas by identifying, developing and supporting Texas high school graduates with high leadership potential.

Recipients of the scholarships are: Conner Atnip of McKinney; Nicole “Nikki” Beasley of Gruver; Brooke Boston and Braiden “Holt” Lamberson of Lubbock; Patrice Carmouche and Tramel Pennie of Houston; John “Jack” Clark of Hartley; Brenna Coffman of Baird; Gracen Daniel of Quitman; Dayna Debeau of Round Rock; Casey Dennis of Odessa; Alexandria “Alex” Fletcher of Glenn Heights; Cathryn Gibbs of DeSoto; Jenna Guzzetta of Leander; Marissa Hernandez of Canyon; Rebecca Irvin of Hico; Thomas “Gabe” Jennings of Fredonia; Austin Jordan of White Oak; Kleg Kennedy of Lampasas; Ashley Kincheloe of Roby; Leonardo “Leo” Martinez of Fort Worth; Dawson McClendon of Sundown; Sarah Morris and Vincent Shoup of Lamesa; Gala Myers of Wills Point; Alyssa Nakamura and Nicole “Nikki” Worley of Trophy Club; Raeann Rubenthaler of Whiteface; Macy Siegert of Seymour; Rachel Veale of Helotes; and Ashleigh Wright of Eldorado.

For more information on Texas Tech’s Terry Scholarship Program, visit <http://www.depts.ttu.edu/honors/Terry/>.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: May 24, 2013

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech, South Plains Astronomy Club to Host Viewing Party for Triple-Play of Planets

About 30 minutes after sunset this Memorial Day weekend (May 25-27), stargazers will have the best opportunity to watch real stars dancing in the sky as the planet Mercury will sweep up and past Venus and Jupiter in a celestial tango.

Lubbock citizens can watch the event at May Starwatch at 9 p.m. Sunday, a viewing party hosted by Texas Tech's Graduate Student Advisory Council, the Graduate School, South Plains Astronomy Club and Lubbock Lake National Historic Landmark. The event will be held at the Landmark, located at 2401 Landmark Drive.

Provided skies are clear, stargazers will be able to enjoy an unusual trio of planets dance across the May skies, said Collin Smith Treasurer of the South Plains Astronomy Club and information technology support specialist in the Department of Mathematics and Statistics.

The dance begins with Jupiter descending into the sun's afterglow as Venus comes up to meet it, while Mercury races up to become the highest of the three planets. From May 25-27 as twilight starts to darken the three will form a compact trio that fits easily within a binocular field.

"This event can happen about every three years, but it doesn't always happen in the evening when you can see it easily," Smith said. "It can happen in the very early morning. We'll get a good shot of it. Lubbock is a good place to be. On Sunday, the alignment is the best. All three planets will be the closest together and in the tightest triangle."

See this [StarDate site](#) for a graphic representation.

Also, it will be the last time Jupiter will be visible regularly in the early evening sky until late November, he said.

Telescopes will be provided by members of the South Plains Astronomy Club. The Graduate Student Advisory Council will provide free lemonade, water, popcorn and sweets for children.

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News Release

FOR IMMEDIATE RELEASE

DATE: May 24, 2013

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech's Microwave Technology Leading to Advances in Global Food Safety MicroZap shows promise to purify water, food and improve shelf life.

While results of new food purifying technology designed by Texas Tech University may be "instant," the "instant" success being seen by its spin-off company using microwave technology to purify food and water has actually been in the works for almost a decade.

[MicroZap](#) (MZ) is the technology company commercializing the microwave and food safety research of Texas Tech scientists [Mindy Brashears](#), professor in food microbiology and food safety, as well as director of the International Center for Food Industry Excellence (ICFIE); [Andreas Neuber](#), associate director of the Center for Pulsed Power and Power Electronics and AT&T Professor in the Whitacre College of Engineering; [Chance Brooks](#), associate professor of meat science in the Department of Animal and Food Science; and [Todd Brashears](#), associate professor in the Department of Agricultural Education and Communications.

Neuber said the MicroZap technology will heat, but not directly damage the DNA of a biological substance.

"We use electro-magnetic radiation (microwaves) which interacts with the molecules in the product or sample and will affect pathogens, bacteria and mold in the different products we treat," Neuber said. "The unit has levels on the outside similar to those produced when people use their microwave oven in the home. MicroZap technology is very similar, except that we work with much higher fields on the inside. We have been extremely successful treating mold in bread products and have extended the shelf-life of bread to 60 days."

Mindy Brashears said the technology for MicroZap was originally invented by a group of scientists in Italy.

"It's been almost nine years since we've started this process," Brashears said. "By the time you start having success and you start hearing about it, and it starts to hit the media, there already has been a lot of background that has gone into that technology. We've spent a lot of time doing research, writing manuscripts, publishing, working very hard building the company to get to this point today where we're close to commercialization."

The Italian scientists found Texas Tech's ICFIE and invited the group to Italy to learn the technology. Upon doing that, there were many applications the scientists were able to come up with and many ways that they could modify the technology to make it better and take it to the next level, Brashears said.

"As we scientists started going through this process, the university realized that this could actually move ahead to a company," she said. "They wanted us to go out and really form one – which is something that most scientists don't really enjoy doing. But we did, and we formed an LLC, and the university helped us find investors," Brashears said.

"Through those investors we were able to come up with a business plan; we have a CEO, a board of directors, stocks and shares – a really legitimate company for this process. The technology and all the intellectual property rights were transferred from the Italian group to Texas Tech, and the patents were filed either through the university or through the company."

In good company

Don Stull is the CEO of MicroZap, as well as a licensed professional engineer who earned his Bachelor of Science in Engineering and his MBA from Texas Tech.

"We started MicroZap in 2008 when we licensed the original technology from Texas Tech for treatment of eggs and bread," Stull said. "Since then we have worked with Texas Tech in a very close collaboration to advance and commercialize the technology."

The company [received \\$1.5 million in March 2010](#) from the state's Emerging Technology Fund to get the project off the ground.

Stull said they have expanded the technology to numerous other food products such as peanuts, produce, pet food, and non-food products such as mold on wine corks.

"We've also broadened our ability to treat other dangerous pathogens such as listeria and E. coli as well as the capability of killing the deadly superbug MRSA in homes and healthcare facilities. Texas Tech has been a great partner in helping us in these efforts."

Global food security

Brashears said this technology can have a huge impact on food security, which means providing the world with a safe and abundant food supply and water supply.

"We started with whole eggs," Brashears said. "You can take a whole egg, put it through the microwave and pasteurize it, kill the salmonella without cooking the egg and without changing the functional properties. You can still make a meringue out of it, it still looks like a fried egg if you fry it – this just shows the unique way that we target this energy to kill the bacteria."



“The technology is very good at killing molds; what a lot of people don’t realize is that there is such a huge amount of food waste,” Brashears said. “A lot of our product is thrown away – in the U.S., 40 percent of all food is thrown away. When you relate that to a developing country, and we’re trying to ship grains overseas to these countries that need it, a lot of the loss comes from molding. If we can treat the grains before they’re shipped, then ultimately there would be more product to feed those communities.”

She said another problem with mold is it has aflatoxins which can cause cancer, and by using MicroZap technology, they’ve seen a reduction in those pathogens as well.

Brashears said many areas of the world have water that is not healthy because it has germs, bacteria, parasites, viruses and other things that make people sick. However, she said, water is the most easily treated product in the microwave because the microwaves excite the water molecules more easily than other substances.

“One of our goals at MZ is to develop a unit that is fully solar powered and put this in a developing country with central location sites that could be run by citizens of that country as a source of income,” Brashears said. “People could bring their grain – and also water – there for treatment. People could put it through the process and come out with water that’s safe and drinkable and won’t cause illness.”

Closer to home

Neuber said they’ve modified several devices, even a washer and dryer unit to treat towels and linens for viruses such as MRSA, a sometimes flesh-eating bacteria, which could be commercialized for businesses like hospitals and gyms. The modifications all have in common that the microwave levels inside the units are much higher than a standard microwave, allowing them to achieve higher level of pathogen reduction. But the challenge, he said, was to have a higher level inside the chamber and a low level outside and on the surface.

Brashears said they do have a goal of having a household unit or even a small unit that could be used in restaurants or at the grocery store.

According to Brashears, there are about 150 companies at present interested in the microwave technology, using it in their facilities, and those are just for food-based products.

“We’ve also looked at pet food, which is becoming a huge source of pathogens in the U.S. And it not only makes the animals sick potentially, but it can also cause the animal to make the human sick. Or, there are children who will try the pet food and it will make them sick directly. Animal foods have the same standards as human foods, in regard to pathogens.

“We’ve done everything from spices to beef jerky, nutrition bars – all sorts of items that have been successfully treated to kill pathogens or kill molds or other spoilage bacteria to increase the shelf life.

They also have looked at cantaloupes and several other fruits and vegetables.

“We get a good surface sterilization on the outside with the microwave process,” she said. “We have to be very careful because these are very delicate, and different fruits and vegetables have different reactions; a cantaloupe has very thick skin so you can treat it longer, but with something like a tomato, if you treat it too long, you run the risk of sensory changes.”

Neuber said treatment time can certainly vary with the type of food or object and how well it tolerates temperature changes.

“So depending on the foods, we can allow a temperature difference of maybe 40 Fahrenheit, another type of product could be 80; and still another could be 120, especially if it is an inanimate object, like a towel on which we can kill pathogens that are very resistant,” Neuber said.

Meet the scientists:

Mindy Brashears is the microbiologist. Her role is studying the bacteria and killing the bacteria, mold and viruses, whatever the pathogen may be.

Andreas Neuber is the engineer. His role is the whole concept of the machinery, how it works and how the microwaves penetrate the product or object. He’s the engineer that adapts the MicroZap technology for different products by designing microwave treatment devices specific to the treated objects.

Chance Brooks is specifically a meat scientist, but he works with all sorts of foods to study the sensory aspects. He looks at the sensory changes, like texture and taste in an item, for example, beef jerky, a piece of bread or a tortilla, and says, “yes, the consumer will accept this,” or not. He can also evaluate why it’s changing so the process can be modified so it doesn’t have a negative impact on the sensory property.

Todd Brashears is the social scientist who works with social outreach, the website and media contact. From a scientific perspective, he works with the consumer, educating them on what microwave technology is; evaluates consumer acceptance of the technology and more importantly looks at overcoming the barriers to the industry. “How come someone might not want to purchase this; is it the cost, the location, the energy use or other obstacle?”

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TEXAS TECH UNIVERSITY

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News Release

FOR IMMEDIATE RELEASE

DATE: May 29, 2013

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Experts Available as 2013 Hurricane Season Begins

NOAA predicts very active season for Atlantic, below-normal in the Pacific.

The first hurricane of 2013 is just hours away from Mexico's west coast and the nation's largest oil refinery in Salina Cruz. Barbara is right on schedule, as the hurricane season for the eastern Pacific began May 15. The National Oceanic and Atmospheric Administration (NOAA) expects activity to be below-normal there, and in the central Pacific.

The Atlantic season, beginning June 1, will be the one to watch, according to NOAA. The forecast outlook includes 13-20 named storms, 7-11 hurricanes, of which 3-6 may be classified as major. The seasonal outlook does not predict how many storms will hit land.

Texas Tech University leads the nation in wind research. Texas Tech University has a number of researchers with extensive experience researching hurricanes such as Rita, Katrina and Ike, and can speak as experts about various aspects of these devastating storms.

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

John Schroeder, professor of atmospheric sciences and director of NWI, visited affected areas after both hurricanes Rita and Katrina to deploy instrumented towers that gather high-resolution storm data at a time when most conventional observation systems fail. Schroeder can offer insight into how hurricanes develop, move and react to various meteorological elements. He is an expert on hurricane winds and has been actively intercepting hurricanes since 1998. Schroeder can be reached at (806) 834-5678 or john.schroeder@ttu.edu.

Daan Liang, assistant professor of construction engineering technology, investigated building damages caused by Hurricane Katrina using satellite images and aerial photos along with ground survey results. Liang has studied how the construction of buildings affects their vulnerability against severe windstorms with various probability models. Recently, his research is focused on the advancement of remote sensing technology in

-more-

Office of Communications and Marketing

documenting and assessing wind damages to residential structures. Liang can be reached at (806) 742-3538 or daan.liang@ttu.edu.

Ernst Kiesling, professor of civil engineering and executive director of the National Storm Shelter Association, recommends that homeowners who live above the flood plane in hurricane-prone areas buy a storm shelter for their home. As was seen in Houston preceding Hurricane Rita, evacuations are stressful and expensive. They often put immense strain on traffic corridors, leading to traffic jams and – in the case of Houston – fatalities. By utilizing in-home shelters, some families who are not required to evacuate can remain where they are and ease the traffic flow. However, Kiesling urges buyers to look for a seal of the National Storm Shelter Association when they buy a safe room for their home, because not all shelters are verified to be fully compliant with current standards for storm shelters and to provide full protection from extreme winds. Kiesling has more than 35 years of experience in the design, standards-writing and quality control of storm shelters. He can be reached at (806) 834-1931 or ernst.kiesling@ttu.edu.

Larry Tanner, research associate in civil engineering, completed a six-month investigation working with the FEMA mitigation assessment team on the wind damage to residential structures from Hurricane Ike in Texas and Louisiana. He was also a member of the FEMA mitigation assessment team that studied Hurricane Katrina. He led a team that recorded wind and water damage along the coastline in Louisiana and Mississippi. Much of the damage done by Katrina, he said, resulted from structures being built below the base flood elevation – or the elevation that flood waters will rise to during a 100-year storm event (meaning the storm only has a 1 percent chance of happening in a year). Tanner can be reached at (806) 834-2320 or larry.tanner@ttu.edu.

Bradley Ewing, professor of operations management in the Rawls College of Business, has studied the economic impact of hurricanes and tornadoes for more than 12 years. He can speak to the impact of hurricanes and tornadoes in cities like Oklahoma City; Corpus Christi; Wilmington, N.C.; Miami; and Nashville, Tenn. Ewing can be reached at (806) 834-3939 or bradley.ewing@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: May 31, 2013

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New Public Art Brings Message to Texas Tech Campus

Texas Tech University System officials announced today (May 30) the latest installment to its system-wide public art collection, *The Messengers*, designed by artist David B. Hickman.

Hickman created a circular plaza located in the quad south of the College of Media and Communication Building (15th Street and Flint Avenue). The area contains five contemporary sculptures surrounded by ten limestone benches.

“My inspiration for this piece came from the different ways we communicate,” Hickman said. “The messenger pigeons go back to the earliest forms of communication, and the basic tools for human communication, our five senses, are represented on the tail of each sculpture.”

This is the first kinetic piece in the TTU System art collection. The five sculptures move with the wind, aligning like large weather vanes as the breeze changes directions.

“The addition of a kinetic sculpture signifies the University Public Art Committee’s effort to diversify and thereby strengthen the collection,” said Erin Vaden, TTU System Public Art Manager. “These sculptures also represent the artist’s conscious attempt to produce something that would thrive in Lubbock’s windy conditions, rather than be harmed by them.”

The limestone benches are arranged in two circles surrounding the sculptures, with each bench of the outer ring engraved with one word to complete the sentence “Think About How You Communicate.”

“The benches encourage you to not only think about the various ways we communicate – the five senses – but to also consider the impact of your words,” Hickman said.

As part of the TTU System’s Public Art Program, this artwork was commissioned using funds from the renovation of the former Rawls College of Business Administration building, which now houses the College of Media and Communication.

“Campus art enriches experiences and memories for students,” Hickman said. “I hope the area will serve as a landmark students remember as they look back on their time at Texas Tech.”

A native Texan, Hickman served on the Board of Directors of the Texas Sculpture Association for three years and the board of the Dallas Visual Arts Center for six years. He was selected by the Texas Commission on the Arts as the Texas State Artist Three-Dimensional category for the year 2004 and was selected by the Dallas Chapter of the American Institute of Architects as Artist of the Year in 2005.

The TTU System’s Public Art Program was initiated by the Board of Regents in 1998 as an investment in the campus environments at each of its institutions. Through the program, public artworks are funded using one percent of the estimated total cost of each new major capital project. Since then, 88 items created by some of today’s leading artists have been added to the TTU System’s campuses.

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.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: May 31, 2013

CONTACT: Callie Jones, callie.jones@ttu.edu
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Texas Tech University Human Sciences Program Receives Honor Apparel Design & Manufacturing is ranked fifth in the Southwest

Texas Tech University's Apparel Design & Manufacturing (ADM) program, housed under the College of Human Sciences, was named among the top five fashion schools in the southwest by Fashion-Schools.org.

Texas Tech's program came in at fifth place on the "Top Ten Fashion Schools in the Southwest" list, which includes schools from Texas, Oklahoma, Arizona, New Mexico, Colorado, Utah and Nevada.

"I was thrilled to hear the news, for it confirms that the program is headed in the right direction," said Su Shin, ADM program director and associate professor in the department of design. "This is the result of all the efforts by Texas Tech ADM faculty, students and alumni. I give credit to them for achieving this recognition."

The University of Texas at Austin, Baylor University, Colorado State University and Texas Christian University preceded Texas Tech in the ranking.

"ADM professors and instructors continuously review and develop curriculums that promote student learning outcomes in our ADM program," Shin said. "We spend many hours of advising individual student one-to-one base through independent study and studio classes."

The program allows students to participate in opportunities such as the [TechStyle Fashion Show](#), fashion industry internships, and creative design competitions.

"Texas Tech aids in individual student success by providing vast opportunities to obtain scholarships, student assistantships, and affordable tuition compared to other leading fashion schools," Shin said. "This is a great program for anyone who is interested in fashion and has passion to build a career in the apparel industry."

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

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ANATOMY OF AN OUTBREAK: How Scientists in Public Health, Medicine, Science and Texas Tech Tissue Libraries Worked Together to Understand the 1993 Hantavirus Epidemic

By John Davis

On Friday, May 14, 1993, a young Native American from near the Four Corners region of New Mexico had just been admitted into the emergency room at Gallup Indian Medical Center. His chest X-rays showed a white-out in his lungs, which had filled with fluid.

Dr. Bruce Tempest, chief of medicine at the hospital and a commissioned officer with the U.S. Public Health Service (Indian Health Service), studied the film and tried to ascertain why this strong, otherwise healthy individual lay in shock so close to death. Little did he know that as he looked for answers, he'd find himself at the beginning of a mysterious epidemic soon to become a household name around the world: Hantavirus.

As headlines blared fears of a new disease that might even be an escaped bio-weapon, scientists at universities and public health organizations raced the clock to learn more about the virus and from where it came. Robert Baker, a Horn Professor of Biology at Texas Tech University, had a feeling some answers may lie in the tissue library of the Natural Science Research Laboratory (NSRL) at the museum of Texas Tech.

That was 20 years ago before myriad pieces of an intricate puzzle gave us a clear view of how the disease suddenly leaped onto the scene. Tissue samples from Texas Tech showed the virus was not new to the area. The Four Corners region adapted to the “new” threat that really was there all along. And people like Robert Bradley, a professor of biology and curator of mammalogy at the NSRL, use the skills, knowledge and technological advancements that came during and after Hantavirus to see what else might be brewing in our own back yards.

On the Front Lines

It still hurts some people in the Four Corners area to think about the Hantavirus, Tempest said. A group of young, healthy people died. Families lost members. Because the virus attacked more Native Americans, racial issues swirled and people were stigmatized and labeled.

“It’s not a good memory for people living around here,” he said. “But scientifically and medically, there was a lot that happened and a lot of new things were found. It’s got its good and bad points. One thing I tell my friends that this whole thing was worked out with tax-supported institutions; the federal government, the Indian Health Service and the state government. It was all tax money at work. And the people who were here worked very hard. Nobody said ‘I’m worried about catching this thing.’ When I looked back on it, nobody really thought they were going to get sick from being involved, which has happened with other diseases with people refusing to care for sick people. There was none of that.”

Tempest wondered if plague might be a factor in the dead patient's sudden demise. That disease occurs in animals living in the area, though rarely involves humans. However, a pneumonic plague victim could portend a major health problem for the community, he said.

The tests for plague came back negative.

“That same day, I found out that his fiancée's family was actually having a funeral for her across the street from the hospital,” he said. “I was told she had died a couple days before. So here are these two young, healthy and athletic people that had died, who obviously were living in the same environment.”

The man's fiancé had died at another hospital about 60 miles away, Tempest said, and he had remembered speaking to the chief of medicine there about the strange case that had stumped doctors at the other hospital, too. The woman had come into hospital with the same sort of symptoms: severe muscle pain, fever for several days and then rapidly developed respiratory failure, shock and died.

“When he had called me, this young woman was still alive,” he said. “We talked about what it could be, but we weren't able to come up with a diagnosis. In trying to think what was going on, it didn't fit anything I could think of off the top of my head.”

Tempest talked to other colleagues and discovered that a patient had come into the hospital with the same group of symptoms six weeks before during Easter weekend. Then he remembered a chart he'd been given for review of a patient who died with the same mysterious symptoms six months before at another Indian Health Service Hospital 100 miles away.

Piece by piece, Tempest could see that a new or emerging health threat might be taking hold in his community.

“By end of the day, I had put together five patients who were young and healthy and had this very strange syndrome,” he said. “I called the physician at the state health department who was in charge of infectious diseases, who talked to some of his colleagues, and they didn't have any likely answers. In the meantime, we got the medical examiner to take jurisdiction, and we also had collected the laboratory stuff that we would be running over the next day or so. We planned to talk again on Monday.

“Well, on Monday, we didn't have an answer from the medical examiner, and all tests we had done were negative. That's when we really started working on it by getting more people at the health department involved and starting an investigation. Eventually we ended up calling in the Centers for Disease Control and Prevention (CDC) as well. It moved really rather quickly once we recognized there were at least five patients spread over a couple months. We really started getting concerned.”

Library of Life

In Lubbock, Baker remembers reading a story on the front page of the Lubbock Avalanche-Journal that said the disease might be an escaped biological weapon. Tempest remembered rumors that a biological agent may have come from an army ammunition depot outside of Gallup, N.M.

While that might have been a possibility at the time, Baker thought the likely culprit was a disease already in the environment that just hadn't had the opportunity or the right conditions to find its way into the human population.

Health officials trapped rodents around victims' homes trying to find which species carried the virus. Soon they had their culprit – the deer mouse.

“At the time I got involved, I think scientists already thought it was probably a zoonotic disease carried in some other organism,” Baker said. “I knew we had the stuff in the NSRL that would answer the question of how widely ranging the disease might be. I called the CDC and said, ‘We can answer the question because clearly this is going to be something coming out of a reservoir species.’ When they had identified the mouse that harbored it – the deer mouse – I told them we had stuff in our museum that was 15 years old from over much of the U.S. And molecular methods would allow researchers at the CDC to identify if it was something that was recombinant DNA, (meaning a virus that had blended to make another virus that was more virulent), or if it was a naturally occurring disease.”

Originally one of three other repositories like it in the country, scientists had been cataloging for decades biological samples and their geographic locations of origin in the NSRL's database. The building preserves a library of natural specimens for education and research purposes to record the biodiversity on the planet as well as a historical reference for documenting changes in the environment and the effects of the change on wildlife and humans.

The mammal collection at Texas Tech ranks fifth among academic-affiliated collections and eighth in size of all mammal collections. It houses species from all continents and 107 countries, with an emphasis on species from the southwestern U.S., Central and South America. Specimens collected from Chernobyl also are housed here, Baker said, and have been used to show that even in the most radioactive areas, the gross mutations that most scientists expected aren't occurring.

“One thing Texas Tech has specialized in is building up a huge genomic resources collection,” Bradley said. “We were one of four major universities, which included Berkeley, University of New Mexico and Louisiana State University, that started collecting this in early to mid '70s. We have 300,000 vials of tissue from all over the world. People can use them to look for viruses.”

Originally conceived as a resource for identifying species through morphology and genetics, Baker said the Hantavirus epidemic showed that the specimens could also be used to detect viral material trapped in the frozen tissue.

By looking at lung tissues from deer mice tissue samples from the NSRL, Baker determined that the disease was from the area, had been there years before the outbreak occurred and that bioterrorism or a recombinant form of another virus were not at play.

Baker and Tempest both explained how El Niño weather events before had caused greater rainfall, providing more food for the deer mice. That, in turn, drove a population explosion and created more animals carrying around more of the virus, which Tempest said he suddenly noticed almost each morning when he would find dead deer mice in his bathtub brought in by his house cat.

Victims of the disease often were living in rural areas, Baker said, in buildings where mice were able to complete their life cycle and their urine and feces were able to accumulate. Mice weren't affected by the virus, but carried it with them. While not a robust virus and easily killed with cleaning supplies and even by the sun, they would breathe in aerosolized particles of the mouse waste, and the virus would infect the human host.

“We had all the epidemiology we needed to know about how the disease was spreading in three weeks,” Tempest said. “We made videos, all kinds of posters and handouts for public education. It was fortunate we got an answer in three weeks. I think things would have started spiraling down. Just being able to put a name on something makes a huge difference.”

Taking Heed of the Warning

Since the initial outbreak and the public health education that followed, people living in the Southwest have learned to be careful around rodent droppings. That's not to say that cases don't still occur, but Tempest said people, by and large, have adapted to keep their properties as rodent-free as possible while using caution when getting around rodent droppings.

According to the CDC, 53 people were reported to have contracted Hantavirus through Dec. 31, 1993. Males comprised 57 percent, and the median age of sufferers was 31. Native Americans made up the majority at 49 percent, while 42 percent were white. Only eight percent of victims were Hispanics and two percent were black. Death occurred in 60 percent of the cases.

The CDC reported 556 cases occurring from 1993 through the end of 2011. Of the people ill with the disease, 63 percent were male, but now 78 percent of the cases affect whites and only 18 percent of the cases involve Native Americans. Hispanic cases have increased to 20 percent while blacks have remained the same. Death has occurred in 36 percent of cases.

The organization also has identified 31 cases retrospectively by examining samples of tissue belonging to people who had died of unexplained adult respiratory distress syndrome. The earliest case found so far is a 38-year-old Utah man who died in 1959.

Baker said scientists found a relation to the disease in the Four Corners region with a similar virus discovered in the 1950s during the Korean War. Called the Hantan virus after the river

flowing through South Korea, scientists used the old virus's name as the moniker for the new because of its relation.

“At the time the Four Corners disease was discovered, it was a new disease, and they knew very little about how wide-ranging it was,” he said. “Today we understand that hantavirus is distributed over much of the world. The HV in Scandinavian countries makes everyone get a runny nose, but it's not a really life-threatening disease. It's in lots of different creatures. It's been described in shrews and bats, and each one of these is unique. And some of them do get into human beings, but most of them don't. We understand a lot more about reservoir species today – the ones that have the virus. That interaction is very significant.”

Today, scientists have even sequenced the genome of the differences in the virus so they can tell from which part of the country a viral strain originates, Baker said. Recently, doctors pinpointed Tucson as the origin in a patient in Lubbock who recently succumbed to the virus.

The 1993 outbreak piqued the curiosity of scientists at health organization such as the National Institutes of Health and CDC, Baker said, to find out what other diseases might be waiting for the right circumstances to crop up in the human population.

And that's what people are doing, Bradley said. With more than 300,000 vials of tissue from all over the world, researchers can use them to look for, say, better anticoagulant enzymes in vampire bats to create better medicines for heart attack victims, as well as rogue viruses.

“It changed the way people think,” Baker said. “We, the public, felt like we knew every disease out here. Now we know there are 20 other diseases killing people, not very frequently, and we know they exist but we don't know what they are or what species of rodents are carrying them. There's a lot of work to be done to answer those questions.”

Baker said epidemics can occur right under people's noses. While working in the Kyrgyz Republic several years ago, he and other researchers found a tick-borne encephalitis that had not been discovered before.

“It was in a national park at the northern end of Himalayas,” Baker said. “Really, a great place to hike and work. We asked our colleagues to go to the hospital and ask if they were finding people bitten by a tick that were sick. Our colleagues asked people at the local hospital, and they said ‘Yeah, there's a guy in here today bitten by a tick and he's really sick.’ Our team was able to get blood samples for him and they proved to be positive for this new tick-borne encephalitis. He died about two weeks after that. We knew there was a huge outbreak of virus in this guy. They had no idea this virus was present there. We need to do a lot more work and find out where viruses are and where they're carried.”

That's what Bradley and viral expert Charles Fulhorst at the University of Texas Medical Branch at Galveston are doing currently.

He agreed that more research is needed to know what diseases may lay waiting for the right circumstances.

“I think the Hantavirus research was the tip of the iceberg,” Bradley said. “We had a lot of virologists and field biologists together, and they questioned if this Hantavirus is in our back yard, what else may be out there. The ’90s were a time of a lot of survey work.”

In South America, arenaviruses are virulent, often targeting the victim’s kidneys and sometimes the brain and lungs. Fatalities are high, and woodrats are known to carry the disease.

But in North America, the disease is not virulent and seldom fatal, he said. He and Fulhorst are looking in the samples of the NSRL to see what North American arenaviruses might be lurking in the tissues that might be useful in treating the more deadly strains, or might be deadly and currently unknown. Bradley and Fulhorst are using some of the same techniques and later technologies that came from the Hantavirus outbreak to keep an eye on arenaviruses.

“It turns out we had a lot of samples sitting around in the freezer that contained a lot of new viruses,” he said. “We started a screening process in different states to see what we could turn up. We found them in specimens from Texas, New Mexico and throughout Mexico and turned up a few in Arizona. Right now, we’re describing a new arenavirus from the Dickens area. It was here and we didn’t even know about it until we started looking for it.

“I think one of the major focuses of CDC and NIH is to support research and general survey work so we can see what’s out in natural environment, so we do have a history of these diseases, and we do know if it’s something new or been out there 30, 40 or 50 years. Viruses are always evolving as fast as they can, so staying on top of them is a very important thing to do.”

Knowing what’s out there and where it comes from may become even more important as human encroachment into rainforests and rural areas not typically inhabited by people may unintentionally put them in harm’s way. Hollywood has made several movies featuring an outbreak of a deadly virus, Bradley said. But the possibilities portrayed on the screen aren’t far from what might actually occur.

“As rainforests are being cut down and towns and communities are expanding, people are coming into contact with rodents they haven’t been in contact with in previous history,” he said. “Think of all the commerce and people moving around. People on airplanes. People fly from Asia to Europe and North America and within days, the flu arrives in our back yard. In a matter of days you could have a disease spread worldwide. The CDC worries about that.”

DATE: May 1, 2013
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Changes to Performance Evaluations HR explains how to use the new form.

Performance evaluations are underway, and this year, supervisors will see a new form meant to improve communication with their employees.

A performance evaluation is a tool which provides the employee an assessment of his/her performance on the essential job functions, global competencies and supervisory factors (when applicable), said Todd Phillips, assistant managing director of Human Resources Talent Management. Evaluations consider performance between May 1 and April 30 each year. This year, evaluations are due to Human Resources no later than June 3.

“Evaluations provide feedback to employees about their successes and opportunities allow supervisors to recommend areas for growth and set clear goals for the upcoming year” he said.

The updated performance evaluation expands the rating system from a five-point scale to a seven-point scale to allow for a greater range in scoring and adds essential job functions to the global competencies to make it more relevant. Additionally, supervisors must write comments on every evaluated factor.

The previous performance evaluation was too focused on the numbers, Phillips said. With this new form, the focus is more on having a conversation about an employee’s strengths and weaknesses.

“The whole point of a performance evaluation is communication,” he said. “And we need to communicate with our words, not just numbers.”

The comments should act as talking points to use when the supervisor meets with the employee to discuss the evaluation and elaborate on each rated area. The comments also should substantiate the rating in order to make evaluations more consistent across campus, Phillips said.

Broadening the ratings scale to seven points removes some of the absolutes and allows for more precise measurement. He said the performance evaluation comes with a description to clearly define each level. It also allows more room for employees to grow and develop.

The essential job functions come directly from the new position descriptions rolled out earlier this year. Phillips said adding the essential job functions allows supervisors to go beyond the global competencies and evaluate employees on the key responsibilities of their jobs.

One final update is a new section on development and goals, which is not an evaluated area, Phillips said.

“This lets supervisors work with their employees to set developmental goals for the next year in a way that’s not rated but stimulates discussion,” he said.

Not only do performance evaluations provide feedback, show opportunities for growth and set goals for the next year, but they also contribute to the eligibility for the following:

- Merit or pay increases/promotions
- Distinguished Staff Award
- Service Excellence Award
- Sick Leave Pool use

Evaluations provide a great opportunity for supervisors to recognize the accomplishments of their employees, possibly even using the same information to nominate them for an award. But this needs to be separate from the evaluation process, Phillips said, which should accurately reflect the job the employee is doing.

Phillips said the form is longer than the previous version and will take more time to complete, but he said it’s worth it to support our employees and place the proper level of effort on the evaluation process.

“People want to hear how they’re doing,” he said. “Too many don’t get to hear this on a daily basis, so the performance evaluation is an opportunity to help develop our people to be the best they can be while at Texas Tech.”

Human Resources also has created a Supervisor’s Guide to Performance Evaluations, which along with the new evaluation form, is [available on their website](#). For more information or help with the performance evaluation, please contact Talent Management at 742-3650 or hr.employee.relations@ttu.edu.

**Crossroads of Creativity: Texas Tech University's 'Dancing at the Crossroads' Illustrates
How European, African Art Cultures Collided to Create Modern Song, Dance
By John Davis**

To the sounds of fiddles and banjos, eight couples stepped around in rhythm to a tune reminiscent of the Emerald Isle. As the story progresses, the music morphs and blends with African beats and culture to become a type of music unto itself. An American music.

American music contains more history lessons than the average listener realizes. Listen closely, said Christopher J. Smith, a Texas Tech University music professor, and the music represents centuries of cultures creating that proverbial melting pot – perhaps even more harmoniously than the actual human experience.

That cultural gumbo of sound, rhythm and dance served as the impetus for creating the original dance/theatrical show “Dancing at the Crossroads: A Celebration of Anglo-Celtic and African-American Dance in the New World.”

The show, which features local dancers and singers from Texas Tech, premiered in February at the Christine DeVitt Icehouse Theater in the Louise Hopkins Underwood Center for the Arts.

Smith, also the director of the university's Vernacular Music Center, said singers, players, dancers and storytellers presented an organic and fully staged dance/theater narrative relating the mythic history of the encounter of these two great vernacular performance traditions in the New World, which includes blues, jazz, hip-hop, New Orleans, Irish, English, Scottish and Caribbean music and dance.

“I've been a practitioner of these styles (Anglo-Celtic and Afro-Caribbean) for four decades, know them intimately and love them passionately,” Smith said. “As a scholar, I'm interested in the interplay of immigrant music in the Americas. I think the performance tells a story whose historical resonance many people won't have previously recognized. Many folks of course know that immigrant traditions – especially Anglo-Celtic and African-American – played a key role in the synthesis that led to blues, jazz, vaudeville, tap-dance, hip-hop and rock 'n' roll. However, I think fewer people recognize both the complexity and profundity of that synthesis and the historical depth of the story.”

Smith said the Crossroads Project develops educational and performance materials that explain the complex meetings and encounters—between people, cultures, belief systems, and genres—which gave birth to American music. African, Caribbean, European, and Native American expressive arts whose meetings, since first contact in the 16th century, have created the endlessly inventive and popular music forms of the modern era.

These served as the foundations of music and dance such as Stephen Foster's popular songs to the crossover hits of Eminem and Mary J. Blige, from Appalachian flat-foot dancing to African-American tap, from the contredanse of Haiti and Montserrat to the contras of Maine and the square-dances of Virginia.

Even the comedy of Abbott and Costello to the comic monologs of Sid Caesar and Red Skelton, can be traced, in content and/or intent, to the meetings of Africa, Europe and the Caribbean in the New World, he said.

“This is a story about meetings, between cultures, peoples and dance traditions,” he said. “And not only the mythic meetings exemplified by the named characters such as Elizabeth Bennett, Baron Samedi and the Demon Fiddler, but also actual, historical meetings which are the roots of American popular culture. The remarkable thing about this story is that it is, in essence, a true story – this meeting between Afro-Caribbean and Anglo-Celtic dance music traditions is actually where American popular music and dance originated.”

The show was presented through Lubbock Moonlight Musicals Winter Dinner Theatre, said Gerald Dolter, the company’s general director as well as chairman of the School of Music’s Vocal Division and director of Texas Tech’s Music Theatre.

He said the show’s themes and ideas encouraged him to join with Smith to bring the show to Lubbock audiences.

“I became aware of his project more than one year ago over coffee with Dr. Smith,” Dolter said. “His work with the Vernacular Music Center is outstanding, and that is how the conversation began. He needed to give his piece a first reading—complete with staging and technicals. Lubbock Moonlight Musicals was able to help him with that. The more we talked, the more we felt it was perfect for Moonlight Dinner Theatre. I can tell you this about Chris Smith: he understands the musical timeline from antiquity to the present. He knows about how music developed through inter-cultural exchange and sharing. If there is one man to help us understand a little of this process, it is Chris Smith. The dancing is energetic. The storyline is thought-provoking.”

Smith said he arranged songs from Ireland and England; tales of transformation and crossroads magic; blues and gospel from the Mississippi Delta; sean-nos (“old style”) song from Ireland’s Gaelic West; dances and dance music from Ireland, Scotland, and Cape Breton; ritual dances from the Welsh Borders; country dances from England and Appalachia and sea shanties from the North Atlantic, and an audience sing-along as finale.

This is more than just a performance, Smith said. Teachers can use this performance along with a body of materials – worksheets, slideshows, participatory classroom exercises, a dedicated website – developed by trained K-12 educators.

The show is part of a new type of research becoming popular in academia, he said.

“The fields of devised theater and engaged scholarship, new fields on university campuses across the country, both investigate the points where creative activity, such as composing and staging a dance show, and research, such as describing the historical, folkloric, and/or mythic sources of the music and dance, can come together,” he said. “These new fields recognize that research and creative activity – especially in the visual and performing arts – are not two different fields, but rather are related fields, which have the creative imagination in common. In 2013-14, Bill

Gelber, who directs the show, and I will present solo or joint papers at conferences in Budapest, Brazil, Barcelona, Alabama, California and elsewhere. In addition, we are launching an online journal and symposium on Texas Tech's campus: the 'Crossroads Project.'"

Gelber, who is head of acting/directing in the Department of Theatre and Dance, said he directed and performed in the show as a narrator, and is using the experience for academic research. He said Smith's creation will say much about how music has developed as a hybrid of different cultures coming together at the crossroads of two very different worlds.

"I'm looking at the piece as an example of devised theatre and how it uses multicultural collaboration in the same way that the story itself suggests," Gelber said. "I'm listed in the capacity of 'stage direction' but I'm, in a sense, a consultant. It is largely imagined by Chris and the performers. It is a unique experience that the audience won't have come across before."

Currently, Smith and Gelber are writing papers on how the project evolved its wider implications.

"Historically, the melding of two cultures created something new and unique musically and in terms of performance," Gelber said. "The process that he used seemed to mirror that. I don't know that this has been done in quite this way. I believe the work has been percolating for years, with elements of the Celtic festivals that Chris has presented and his teaching and study of vernacular music all blending over time to suggest the project. He is going to present in Brazil and Prague. I will be attending conferences in London and Barcelona. I enjoyed working with him, and I felt that 'Dancing at the Crossroads' proved to be an experience for everyone concerned."

The creative team includes Smith (musical director/composer), Gelber (stage director/narrator), Genevieve Durham DeCesaro (choreographic consultant), Gerald Dolter (executive producer) and Rich Remsberg (photo/film/ sound designer).

The cast of Dancing at the Crossroads included Becca Rhoades (soprano/dancer/fiddler), Abi Rhoades (alto/dancer/fiddler), Emily Furillo (dancer), Candice Holley (dancer), Lamar Peoples (tenor/dancer), Barry La' Craig Horn (dancer), Justin Duncan (bass/dancer/lighting design), Rachel Boyd (alto/piano/sound design) and Morgan White (dancer). The band included Smith (guitar/banjo/accordion), Angela Mariani (guitar/piano), Zac Barron (drums/percussion), Jakob Reynolds (fiddle), Zoe Carter (winds/voice) and William Combs (trombone).

For more information, visit www.dancingatthecrossroads.com. Download copies of cast photos at www.dancingatthecrossroads.com/cast-photos.html. Or visit the company's Facebook group at www.facebook.com/groups/crossroadsdanceshow/.

Recognizing and Responding to Students of Concern
Dean of Students addresses Staff Senate and other notes.
By James Hodgins

The Staff Senate held their regular monthly meeting 4 p.m. yesterday (May 1) in the Senate Room of the Student Union Building. The guest speaker was Amy Murphy, dean of students, who spoke about how staff can help students with concerning behaviors.

Murphy is the chair of the Behavioral Intervention Team (BIT), which is a group that helps students of concern achieve academic success through providing appropriate referrals. BIT is represented by several campus departments and organizations in order to find the best resources for each student issue.

“Connection is key,” Murphy said. “That’s where staff members are really helpful. We don’t want to isolate the student further, we want to connect with them through the resources available at Texas Tech.”

Murphy said it’s important for staff members to take action when dealing with students of concern. The appropriate action depends on the level of behavior.

For low-level situations that cause discomfort or annoyance, staff members can make a direct impact by addressing the behavior in the moment and talk with the student. At all levels, Murphy said it’s important to set clear expectations and boundaries.

BIT primarily deals with students who exhibit distressed or low-end aggressive behaviors. Staff who witness these behaviors are encouraged to report them to BIT online or at 742-2984.

Other types of behaviors Murphy presented were disruptive, where students violate the student code of conduct, and criminal behavior. Disruptive behaviors should be reported to the Office of Student Conduct, although BIT can help staff as well. Staff members are required to report any criminal behavior to the Texas Tech Police Department.

ELECTIONS

The Staff Senate will hold elections for new senators the week of May 27. All staff members are highly encouraged to vote online. More details will be released on RaiderWire.

Officer elections will take place during the senate’s June meeting. Senators will vote on a new secretary, treasurer and president-elect. The current president-elect, Christine Self, will transition to president.

“Being president-elect has been an amazing experience, and I’m really looking forward to serving as president,” Self said. “It’s a good way to give back to our staff and serve the Staff Senate.”

SCHOLARSHIPS

The application for Staff Senate summer scholarships is available on the senate website. The deadline to complete the application is 5 p.m. June 7. K.C. Gilcrest, chair of the scholarship committee, said the senate is hoping to give out 10 scholarships for both summer sessions.

Recipients of the Spring 2013 Staff Senate scholarship are:

- Alfonso Almeida
- Irene Arellano
- Sarah Cody
- Brittanie Lassiter
- Kristina Lusk
- Lori Rodriguez
- Shannon Samson
- Kenneth R. Shatley
- Jo L. Stark
- Melissa Wofford

Researchers at Texas Tech, Cotton Inc. Find Low-Grade Cotton Offers More Ecologically-Friendly Way to Clean Oil Spills

By John Davis

When it comes to cleaning up the next massive crude oil spill, one of the best and most eco-friendly solutions for the job may be low-grade cotton from West Texas.

Seshadri Ramkumar, manager of the Nonwovens and Advanced Materials Laboratory at The Institute of Environmental and Human Health (TIEHH), said he and his colleagues found that low-micronaire cotton – one of the lowest-quality types of cotton – is most effective at picking up oil. A pound of the low-micronaire cotton can pick up more than 30 pounds of crude oil, and its natural waxiness helps to repel water.

The new study includes some of the first scientific data on unprocessed raw cotton's use in crude oil spills, and was published in the ACS journal *Industrial & Engineering Chemistry Research*.

“In this region, about 10 percent of the cotton grown in West Texas is low micronaire,” he said. “It doesn't take a dye well, so it gets discounted. However, because low-micronaire cotton is less mature, it shrinks, and you are able to pack more fiber into a given area. The strength here is that the low-micronaire cotton absorbs the most crude oil. The oil is not only stuck to surface, the oil gets absorbed into the fiber.”

Ron Kendall, director emeritus at TIEHH and special assistant to the president, said the Deepwater Horizon disaster emphasized the need for better ways of cleaning up oil spills.

“One of the things we realized from Deepwater Horizon is we didn't have the best tools for cleanup, and the technology wasn't right for the booms,” Kendall said. “This discovery that low-micronaire cotton, which is the least valuable cotton, can absorb as much crude oil as it does is a breakthrough discovery. It gives us an excellent tool for cleanup of shorelines, animals, and ecologically sensitive areas as well as a new technology for booms that can stop oil sheen moving into wetlands. And it's biodegradable. This is just another added bonus use for low-end West Texas cotton. Now, farmers have a new use for low-end cotton in a very significant way for oil spill cleanup. It's a major discovery from scientific and economic standpoints.”

Scientists have done extensive studies on fibers such as barley straw, kapok, polypropylene wool, Ramkumar said. However, big gaps existed in knowledge about their basic crude oil-uptake mechanisms and no data existed on unprocessed raw cotton. His team decided to fill those gaps with research on the oil sorption properties of low-micronaire cotton.

The cotton fibers take up oil in multiple ways, including both absorption and adsorption (in which oil sticks to the outer surface of the cotton fiber).

“Our interest was to see how raw cotton straight from the bale picks up the crude oil as well as determining the governing mechanism behind picking up the crude oil,” he said. “We show

through sophisticated testing that low-micronaire cotton is much finer and can pick up more crude oil. And crude oil is very different from refined motor oil. It's very dense and releases toxic vapors. It's not as easy to get picked up. In contrast to synthetic sorbents, raw cotton with its high crude oil sorption capacity and positive environmental footprint make it an ecologically friendly sorbent for oil spill cleanups.”

Laboratory work using crude oil was performed by graduate student Vinitkumar Singh. Both [Cotton Incorporated](#) and the [CH Foundation](#) contributed funds to this research. For a PDF of this research, contact John Davis.

Staff Member's Degree Helps Her SOAR

Corie Hernandez is earning her master's degree to help students succeed at Texas Tech.
By James Hodgins

Corie Hernandez will be among the thousands receiving degrees at the spring 2013 commencement ceremony this weekend. Come Monday, however, she'll return to campus in her position with Support Operations for Academic Retention (SOAR).

Hernandez, unit coordinator for supplemental instruction, is one of several Texas Tech staff members who have spent the past few years also earning a degree at the university thanks to the employee tuition assistance program.

Starting in Fall 2009, she began earning a master's in education and counselor education. She said she likes the counseling aspect of the degree program and the idea of being able to help people.

"I love the counselor education program at Texas Tech," she said. "The faculty have been really supportive, and I felt a connection with the degree. I knew that was where I needed to be."

In her role at SOAR, Hernandez coordinates with students who have taken one of the university's more difficult courses and come back to host weekly review sessions for that class. She chose to pursue a degree in counselor education in order to gain knowledge that she can continuously put into use.

Through helping students, Hernandez builds a connection with them, so it can be hard to end that relationship when they've met their goals and sessions are complete. But it also is the most rewarding part of her job, knowing that she's made an impact, she said.

"The degree has opened up a wide world of different possibilities for me," she said. "I really like working with college students, so having this degree and working in this program have tied together very well."

The classes have helped her learn better techniques to identify students' needs and do it in an efficient way, she said. As she got into the upper-level courses, Hernandez applied her experience from working with students to the class discussion to receive feedback and improve as well as help other master's students understand real-world situations.

"I really like being able to take what I've learned and sit down with a student in my office and find the best way to help them make their experience at Texas Tech even better," she said.

It wasn't all easy, though. It could be complicated switching mind-sets from one to the other and knowing how to find a balance between them, she said.

"With graduate school, you have to be a full-time student with regard to the effort that it takes to complete the degree," Hernandez said. "At the same time, I have a very strong dedication to SOAR."

Thankfully, she said everyone in her office was supportive of her taking classes, from her supervisors helping with registering for classes to coworkers offering encouragements before a big test.

Now that it's over, Hernandez said she plans on attending commencement this weekend along with her family, who she said are really proud of her for working and obtaining a degree at the same time.

"It's a major accomplishment," she said. "But it's also a little weird because it's been such a major part of my life for so long."

Hernandez said she would recommend other staff members try taking classes, even if it's just one class to figure out which program is the best fit.

"Go out and do it," she said. "Try it and see how it is. It's definitely a benefit of working at Texas Tech and to your own individual growth."

DATE: May 21, 2013

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Staff Senate Election Details

Staff members are encouraged to vote from May 28 – 31.

The Staff Senate will be conducting elections to decide 2013-2014 senators from 8 a.m. May 28 through 3 p.m. May 31. All full-time staff members are encouraged to vote online at vote.ttu.edu.

Mike Gunn, chair of the Staff Senate elections committee, said staff members can vote for candidates in their EEO classification. The number of senators in each classification is based on the percent of the campus population in that classification. Classifications include:

- Administrative/Management
- Professional
- Clerical
- Technical/Paraprofessional
- Crafts/Trade
- Services

Gunn said the professional classification is the only one with more candidates than available spots. If staff members from other classifications who are not on the ballot would like to serve, he said they can contact him about filling an open position.

For the technical and services classifications, there are no candidates running. In this situation, Gunn said interested staff members can write-in their own name as a potential senate member. These are the only classifications with a write-in option on the ballot.

Christine Self is the incoming Staff Senate president. She said she originally joined the senate because she wanted to get involved with the university and give back to the staff, and she encourages other staff members to serve for the same reasons.

“I think it’s a great way to serve staff members as well as get involved and be informed with what’s going on,” she said.

Senators serve for three years and attend monthly meetings where they will hear about different university initiatives, Self said. Additionally, they can serve on committees and have input on decisions that affect staff.

New senators will be announced almost immediately, Gunn said, as they will be sworn in the following week at the regular Staff Senate meeting on June 5. He said voting is a way for staff members to take an active role at the university.

“Staff Senate represents all staff on campus, so it’s important to know the people who you’re voting for,” Gunn said. “It’s important to vote because the administration looks to the senate for direction, information and support for making decisions that affect everybody.”

As the president for the 2013-2014 year, Self said she is excited about working with the new Texas Tech president, Duane Nellis.

“I’m looking forward to seeing what the future holds for staff and getting to work on initiatives that continue to make Texas Tech a great place to work,” she said.

DATE: May 1, 2013

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Staff Senators Get Their Hands Dirty for Arbor Day

Staff Senate joins students and other organizations in planting.

One of the biggest and most anticipated events at Texas Tech each spring, Arbor Day brings the university together to beautify the campus. But it's not just for students.

Every year, staff and faculty join the students in planting and celebrating. The Staff Senate is one of the many organizations with their own plot, and this year, they were outside Gordon Hall getting dirty and having fun.

Jeff Hays, Staff Senate president, and Christine Self, president-elect, were two of several senators who came out to participate in Arbor Day.

"It's good to participate in such an important event," Hays said. "We're happy to do our part and support student organizations."

This was the second year the Staff Senate was involved with Arbor Day, and Self said they enjoyed it so much last year, that they wanted to do it again. As they were finishing up with planting, she said they had a lot of fun and were really happy with the good weather.

"We work on such a beautiful campus and want to give back by helping out," Self said. "We want to support activities that get our students, faculty and staff outside and enjoying our campus."

Hays said the event also is a good networking opportunity, especially to be able to meet with students. As they were working, students who live in Gordon Hall even came out to lend a hand.

"With us talking with students, they know that staff members are easy to talk to and are on their side," Hays said.



TEXAS TECH UNIVERSITY

**Texas Tech Biology Frog Lab to Educate, Help
Local Frogs and Toads for Save the Frogs Day 2013
By John Davis**

To celebrate Save the Frogs Day, a group of 54 volunteers removed 3,200 gallons of trash on April 27 from Lubbock playa lakes in the hope of making the water resources better suited for amphibian breeding and living.

Cleaning crews surpassed last year's amount by 1,200 gallons after removing 76 30-gallon and 71 13-gallon bags of garbage from playas that were strategically chosen because of the presence of amphibians.

The cleanup and educational workshops held at the Science Spectrum were organized by the Bernal Lab at Texas Tech University's Department of Biological Sciences. Organizers want to raise awareness of the decline of anurans and improve the breeding habitat for frogs and toads on the South Plains.

Ximena (Hee-may-nah) Bernal, an assistant professor who studies frogs and toads in Central America, said removing trash that leaks chemicals can help prevent death and deformities in amphibians as well as discourage other animals that also prey on amphibians.

"I was pleasantly surprised by the great turnout," she said. "We could not have done it without the support from all the volunteer graduate and undergraduate students from Texas Tech that participated."

Benjamin Hawkes, a senior undergraduate researcher at the Bernal Lab, volunteered to lead the team at one of the playa lakes. He said he and other volunteers were shocked at the amount of garbage in the playa lakes when they arrived.

"I was surprised at the turnout for Save the Frogs Day," Hawkes said. "It was great to have so many helping hands. I think we had a great group of people. Many of them couldn't believe the amount of trash at the playa lake. I heard a number of them talk about how great they felt after helping to clean it up."

Amphibians are disappearing at an alarming rate around the world, Bernal said. Pollution, infection, climate change and loss of habitat all play a role. In the past 30 years, about 200 amphibian species have vanished, she said, which is equivalent to losing about one species every two months.

"The events are a fun way to make people aware of a very serious problem," Bernal said. "Frogs are very important to our ecosystem. They eat insects, such as mosquitoes, that carry diseases that harm humans and animals. They, in turn, are food for other creatures. If frogs disappear, then the food chain is disrupted, and this will have negative ramifications on other species."

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By visiting a local school on Thursday and collaborating with The Science Spectrum, lab members held 15 workshops about frogs and toads for more than 300 middle school girls from 24 school districts in Region 17 as well as 80 kindergarteners. Most of these workshops dovetailed into the annual Women in Science Endeavors (WISE) program.

“The girls were really excited about frogs,” said Sara Candler, a workshop leader and graduate student at the Bernal Lab. “They were shocked and laughed when they learned new things about frogs and some of the unique characteristics of the group and certain species. When the girls learned frogs are declining, they looked surprised and sad. Many of them already were taking part in activities to help the frogs, and others asked more about what they could do to help.”

Priyanka de Silva, also a graduate student in Bernal’s lab, said students learned about the life cycles of frogs and toads and enjoyed watching cane toads race in the locomotor performance trials experiment performed by the girls. Workshop leaders also taught children about nature’s balance and how cane toads are considered an invasive species in certain parts of the world after humans transplanted them from their natural habitat for pest control.

Originally from Central and South America, the warty, four-pound cane toads were brought in 1936 to Australia to control cane beetle populations. Instead of eating the pesky beetles, the toads depleted other native species of animals and reproduced wildly because of the lack of predators. Because of the protective venom glands on their heads, the toads would poison animals that tried to eat them, including people’s pets, and sometimes made humans sick.

“Most of the kids were excited and thrilled about getting to touch cane toads,” de Silva said. “They had so much fun with them. They kept asking why they were called cane toads and why they are considered invasive. Seems they loved them and were not happy to consider them as pests. All of the kids were very upset when they heard that we are losing such big numbers of frog friends. They realized why they are important to the ecosystem.”

Last year, volunteers removed 58 30-gallon and 22 13-gallon bags of garbage from our target playas. This is the third year the Bernal Lab hosted a Save the Frogs Day event. In 2011, about 700 Texas Tech’s students, faculty and staff set a world record during the Arbor Day celebrations on April 29 for the most people in one place wearing frog masks, according to the World Records Academy.

The first year was a great opportunity to do something fun and jumpstart a grass-roots effort to improve amphibian life on the South Plains, Bernal said.

“This is an important day because it reminds us that we can do small things to help frogs and toads in our area,” she said. “Many people take these animals for granted or ignore how important they are given their role in the food web. This day provides an excellent opportunity to educate the public about the current state of this group of animals. Like the



TEXAS TECH UNIVERSITY

canary in the mine shaft, frogs and toads are excellent bioindicators of the health of ecosystems and the fact that they are not doing well is a worrisome sign of the environmental stress of our planet.”

For more information on threats to frogs: www.savethefrogs.com/threats/index.html.

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

CONTACT: Ximena Bernal, assistant professor, Department of Biological Sciences, Texas Tech University, (806) 742-2590 or ximena.bernal@ttu.edu.

DATE: May 9, 2013

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Texas Tech Values Mothers Year-round, Not Just for a Day
Mother-Friendly Program Makes Campus a Better Place for Moms

This Sunday is Mother's Day, but at Texas Tech, moms are valued every day of the year thanks to the university's status as a Mother-Friendly Workplace.

Kelli Martin, a nurse with Student Health Services, is one of the many mothers who are happy to work somewhere that encourages and supports her breastfeeding while on campus and away from her son.

"When I started working here, my son was four months old and I was already breastfeeding," she said. "I asked if there was a place for me to pump, and my supervisor told me about the nursing room in our building. It was all pretty easy and convenient."

Before coming to Texas Tech, Martin said she had to use a restroom, so it was a welcome change having a safe, quiet and private place to express milk.

In 2011, Texas Tech renovated five nursing rooms across campus that are available to all nursing mothers who are Texas Tech faculty, staff or students.

Morgan Pickering, coordinator of the Mother-Friendly program with Human Resources Talent Management, said the use of the rooms has grown since it began due to word of mouth from mothers who are using them.

"It's a great option for new moms when they come back to work," she said. "I think people are starting to find out about it and use it a lot more."

Martin said the rooms put mothers in a good place to help them pump without having to worry about someone walking in.

"It's important because you know you have a place to go that's just for you," Martin said. "Work can get pretty hectic, so it's nice to have a place I can go to and relax and focus on what I need to do and on my child who I'm doing it for."

As the primary contact, Pickering meets with breastfeeding moms who are returning to campus and helps them with scheduling the rooms and any questions they might have. She said all five rooms are being used regularly and the program seems to be working really well. If mothers do have any problems with the rooms or scheduling, they can contact her for help.

Overall, Pickering said she sees the use staying steady over time and the response to the rooms from mothers she has helped has been really enthusiastic.

“I’ve gotten a lot of excitement and relief from moms when they find out there’s a place for them to go,” she said.

As a mom who uses the nursing rooms, Martin said she had a similar response and was grateful for them.

“I feel very fortunate to know all mothers on campus have a place like this available,” Martin said. “Not every place has a contribution like that for the moms who are breastfeeding their children. It’s really great that Texas Tech takes the time and money to put into something like this.”

Even though the program doesn’t affect everyone at Texas Tech, Pickering said it still has had a very positive impact on the campus as it makes it easier on everyone, including coworkers, supervisors and especially the working mother.

“I think it’s important because we have a lot of working mothers and having an option like this is a big part of our campus community,” she said. “It’s a good thing for Texas Tech, and I’m really glad we’re doing it.”

More information about Texas Tech’s Mother-Friendly Workplace, including a map of the nursing rooms across campus, can be found on the Human Resources website.