



Texas Tech University

- Public, R1
- Flagship of TTU System
- Main campus in Lubbock;
Regional Centers in Collin County,
El Paso, Fredericksburg, Junction,
Marble Falls, Waco; San José, Costa Rica
- Total enrollment ~39,000
- Graduate enrollment ~6,500
- 60 doctoral programs, 101 master's programs



Advocacy

Every aspect of a graduate dean's job involves advocacy

- Internal constituents
- External constituents

An effective advocacy strategy uses both data and stories

- Personal stories are powerful advocacy tools



Advocacy with external constituents

Use student stories for the following:

- Marketing and recruitment
- Gift development and donor stewardship
 - Dean's Advisory Council
 - newsletters, annual giving campaigns, etc.
 - targeted gift prospect development
 - foundation relations
 - corporate relations



Advocacy with external constituents

Use student stories for the following—con't:

- Community relations (e.g., Chamber of Commerce, local economic development agency, service organizations)
- Government relations (e.g., state and federal legislatures)

Can't overemphasize the importance of stories in your advocacy strategy

Have several “hip pocket” stories (~3 min) tailored to specific audiences



TEXAS TECH UNIVERSITY

Personal stories are powerful tools for fundraising





TEXAS TECH UNIVERSITY

Advocacy tool examples





Newsletter (excerpt)



Graduate Students Conduct Innovative Research that Benefits Society



Florentia Spiros – Presidential Award for Excellence in Mathematics and Science Teaching recipient

Florentia Spiros, a doctoral student from the Texas Tech University College of Education's Global Programs Researchers in Science Education (GRSE) program received a national award for science education.

Spiros, a master educator in the District of Columbia Public Schools, received the Presidential Award for Excellence in Mathematics and Science Teaching (PAMST) for the District of Columbia on July 1. The presidential awards are the nation's highest honors for math and science teachers. One high school science teacher per state is recognized every other year for teaching excellence.

Spiros applied for her award in 2012. Part of the application was a recorded lesson, and she chose an engineering design lesson. Her students designed and constructed lunar land rovers using cardboard and other materials, then tested them to see which could hold the heaviest load, move the fastest and hold up in the rugged terrain of a simulated moon. Her students, many of whom were from low-in-

come families, also didn't expect to build a prototype of a NASA vehicle. The project took them outside of their typical education and opened their minds to a world outside of the inner city.

The award also took into account her many years and experience as a science educator. Spiros has been an Einstein Fellow with the National Science Foundation, a Peace Corps volunteer in Botswana and a master educator with NASA. In addition to years as a teacher, as part of her graduate coursework she created a project teaching students about global precipitation and connected classes in D.C. and Nigeria to do the project together. She also runs science projects at the library for students who aren't in her classes in D.C.



Mary Gandon – National Science Foundation Graduate Research Fellow

Mary Gandon, a Ph.D. student in the Environmental Toxicology Program, is studying the effects of environmental contamination on marine mammals. Gandon is developing non-lethal, minimally-invasive methods to study the physiological responses of bottlenose dolphins exposed to common marine contaminants. Such techniques are crucial for the study of threatened and endangered species and once developed will have broad application to assessing the effects of environmental contaminants in a wide range of species. The findings, along with information about feeding, migration, reproduction, and other population patterns, will aid in the conservation of bottlenose dolphins as well as other marine mammal populations.

In addition, the findings will inform policies and practices aimed at reducing the impact of environmental contaminants on aquatic habitats and on the health of wildlife and humans.

Gandon is supported by a National Science Foundation Graduate Research Fellowship, the most prestigious fellowship supporting basic science and engineering research in the U.S. Gandon considers her pursuit of a Ph.D. at Texas Tech a necessary training ground for future goals of becoming a leading researcher in the field of environmental toxicology, wildlife biology, and marine biology/toxicology.



The Graduate Center: A hub for professional and career development and student life activities

Opened March of 2014, the Graduate Center has quickly become the hub for all professional and career development as well as graduate student and postdoctoral life activities while providing a quiet workspace. Among the variety of student study areas and meeting spaces throughout campus, this center is dedicated solely for graduate students and their needs. The 2000-square-foot facility offers students with a lounge area provided with comfortable seating and tables as well as computers to help the students with success in graduate school.

In addition, the Graduate Center opened academic support and student services satellites dedicated exclusively to graduate students and postdoctoral scholars. Some of the services offered include:

- Graduate Student Writing Center
- International Affairs
- Library outreach
- Statistical consulting
- University Career Center
- RedBlack financial counseling
- Student Resolution Center

All graduate students and postdoctoral scholars are invited to participate in the many events hosted in the Graduate Center and are welcome to use the facility to relax, study, or meet anytime throughout the year.



Has your information changed?
Stay Connected. Email us at info.gradschool@ttu.edu if your address, email or job information has changed.

Texas Tech Graduate School establishes a Professional Development Taskforce

Dean Sheridan has appointed a Task Force to develop a campus-wide plan for the professional and career development of graduate students. Graduate education at Texas Tech University is an integral part of the university's research and technology development enterprise and plays a major role in providing the skilled workforce necessary for the national to compete in a knowledge-based, global economy. Increasingly, the demands of such a workforce require skill sets in addition to disciplinary knowledge. It is a strategic goal of the Graduate School that graduate students have the professional skill set necessary to succeed in their degree programs and to embark and advance in careers, whether in academia, industry, government, or non-profit organizations. In order to help achieve this goal, we have assembled a task force with representatives from the graduate faculty and staff, graduate alumni, and business and community leaders.

Although The Graduate School and other campus units currently offer or sponsors events, workshops, peer-mentoring, and social media profiles for graduate students, there is a need for expansion and greater coordination of these activities given workforce demands. The Task Force will make recommendations for expansion, coordination, integration with disciplinary training, and modes of delivery of professional and career development activities. For more information please contact Dr. Claudia Cogiser, Associate Dean of the Graduate School.



Fellowship Opportunities Keep Attracting Outstanding Graduate Students

A major factor in attracting and retaining top-quality graduate students at Texas Tech has been fellowships provided through the generosity of our friends and alumni. For the upcoming year, for example, The Graduate School was able to award almost 300 fellowships to new and continuing students across campus, including some 150 recruiting fellowships that augmented department stipends so as to make competitive offers.

This year we launched the President's Graduate Fellowship Program, funded in part by the newly created Ed and Linda Whitacre Graduate Fellowship Endowment, which offers national-competitively stipends, tuition support, and a research allowance in order to attract the highest quality applicants. One of the main goals for the next three years is to raise stipends to levels offered by other top research universities and to increase our endowment in order to provide more fellowships.

Ed Whitacre is the former Chairman and CEO of General Motors. He is also a former chairman of the board and chief executive officer of AT&T.



“leave behind” for legislative visit (excerpt)

Graduate Education is Essential for the Nation's Economy

Graduate education plays a critical role in the workforce strategy of the US and is essential for innovation in all fields of endeavor, from the arts and humanities to science, technology, engineering, and mathematics. Graduate degree holders bring increased value to the workforce and to society through their specialized knowledge and problem-solving abilities.

Graduate education is connected to the following:

- Creating the workforce for a new global economy
- Conducting groundbreaking research
- Redefining technology trends
- Developing innovators and entrepreneurs
- Preparing future college and university faculty
- Developing leaders for business, nonprofit, and government sectors
- Preparing the K-12 teacher workforce
- Getting citizens new strategies that create jobs
- Strengthening communities through social action
- Promoting public health initiatives
- Enhancing quality through the arts, humanities, and social sciences

Benefits of graduate education

- Personal Benefits (e.g., job security, higher lifetime earnings)
- Public Benefits (e.g., research and innovation fuels the economy, creates jobs, and improves quality of life and the cultural and social fabric of society)



Earnings and unemployment rates by educational attainment



Source: U.S. Department of Labor, Bureau of Economic Analysis, Bureau of Labor Statistics, Bureau of Economic Analysis, U.S. Bureau of Economic Analysis, U.S. Department of Education

Texas Tech University at a Glance

Enrollment in 2012

- Total Enrollment: 36,169
- Undergraduate Student Enrollment: 28,642
- Graduate Student Enrollment: 6,526

Faculty and Staff: 2,973

- Graduate Certificate Programs: 53
- Dual Degree Programs: 17
- Professional Doctoral Programs: 4
- Master's Degree Programs: 191
- Dedical Degree Programs: 0

Graduate Education at Texas Tech University

From here, it's possible.

Texas Tech University advances knowledge through innovative and creative teaching, research, and scholarship. The university is dedicated to student success by preparing learners to be ethical leaders for a diverse and globally competitive workforce. The university is committed to enhancing the cultural and economic development of the state, nation, and world. Graduate education plays a central role in executing this mission.

1415 East 11th Street, Building 308
 Lubbock, TX 79409
 806.754.2267
 grad@tcu.edu