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—cont’:

• 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
Personal stories are powerful tools for fundraising
Advocacy tool examples
Graduate Students Conduct Innovative Research that Benefits Society

Florenza Spina - Presidential Award for Excellence in Mathematics and Science Teaching recipient

Florenza Spina, a doctoral student from the Texas Tech University college of education in Clinical Psychology and Science Education, has received the Presidential Award for Excellence in Mathematics and Science Teaching. Spina teaches a course in the School of Education and is currently a research assistant in the National Science Foundation's Research Experience for Teachers program. As part of her research, she is working on developing a new method for teaching mathematics that is designed to help students understand complex mathematical concepts. Spina is a native of Ecuador and has been teaching mathematics at the high school level for over 20 years. She is a member of the National Council of Teachers of Mathematics and the American Mathematical Society.

Mary Gandron - National Science Foundation Graduate Research Fellow

Mary Gandron, a Ph.D. student in Environmental Toxicology, is studying the effects of environmental contamination on marine mammals. Gandron is using a novel technique to study the effect of environmental contaminants on marine mammals. The technique involves the use of a special dye that is absorbed by the mammal's skin and is then measured using a special instrument. Gandron is supported by the National Science Foundation Graduate Research Fellowship. In addition, Gandron is working on developing a new method for predicting the effects of environmental contaminants on marine mammals.

Fellowship Opportunities Keep Attracting Outstanding Graduate Students

A major factor in attracting and retaining top graduate students at Texas Tech University is the fellowship program. Each year, the university offers several fellowships to support graduate students in their research and academic endeavors. This year, the fellowship program has been expanded to include new fellowship opportunities for students in STEM fields. The fellowships are available to students in a variety of fields, including biology, chemistry, physics, and mathematics. The fellowship program is designed to provide financial support to students who are pursuing advanced degrees and to encourage them to continue their education and contribute to the field of science.

The Graduate Center: A hub for professional and career development

The Graduate Center is a hub for professional and career development. It provides resources and opportunities for students to develop their skills and enhance their professional profiles. The center offers a variety of workshops, seminars, and mentoring programs to help students prepare for their careers. The center also provides resources for students to learn about industry trends and career paths. The center is open to all graduate students and is located on the Texas Tech University campus. The center is open to all graduate students and is located on the Texas Tech University campus.

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Texas Tech Graduate School establishes a Professional Development Task Force

Dean Sheridan has appointed a Task Force to develop a campus-wide plan for the professional and career development of graduate students. The purpose of the Task Force is to develop a comprehensive plan to support the professional and career development of graduate students. The Task Force will be chaired by a representative from the Graduate School and will include representatives from the academic departments and the Office of Graduate Studies. The Task Force will meet regularly to discuss the development of the plan and will present its findings to the Dean of Graduate Studies. The Task Force will be responsible for developing a plan that is responsive to the needs of graduate students and that is aligned with the goals of the university.
“leave behind” for legislative visit (excerpt)