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 41,000+
- Graduate enrollment 7000+
- 65 doctoral programs, 120 master’s programs,
  ~70 graduate certificates
Advocacy

• Every graduate dean’s job involves advocacy

• General philosophy/approach—effective advocacy uses both data and stories

• Getting started
  o Gather information & listen [data/reports (e.g., CGS, NSF, your IR data), surveys, “success stories”]
  o Build your advocacy network
  o Go forth...with purpose-driven advocacy
Potential Network/‘Constituents’

- Alums (consider forming a “dean’s advisory council”)
- Local business and community groups
- State
  - Higher education authority
  - Workforce commission; other state agencies
  - legislature
- Federal
  - Public policy organizations/NGOs
  - Foreign Delegations
  - Federal agencies
  - Congress
Advocate with Purpose

Messaging goals:

- Consciousness raising
- Recruitment
- Influence policy/legislation
- Research, innovation, technology development
- Economic development
- Workforce development
- Philanthropy/fund raising

Make use of targeted “leave beinds”

Have several “hip pocket” stories (~2-3 min) tailored to specific audiences...handy when unexpected
Advocacy tool examples
Graduate Students Conduct Innovative Research that Benefits Society

Florence Espinosa - Presidential Award for Excellence in Mathematics and Science Teaching recipient

Espinosa, a doctoral student from the Texas Tech University college of education is Global Program Research in Science Education (FETI) program received a national award for science education.

Espinosa, a master educator in the district of Columbus Public Schools, received the Presidential National Award for Excellence in Mathematics and Science Teaching (PASEO) for the State of Columbus on July 1. The presidential awards are the nation’s highest honors for math and science teachers. One high school teaching position in Columbus is now available for every other year for teaching excellence.

Espinosa applied for her award in 2012. Part of the application was a recorded lesson, and she assumed an engineering designation. Her students designed and directed a lunar lander using computer and other materials, tested them in a test vehicle, and created a plan for the project. She had the students build and have them meet the NASA’s requirements.

Mary Gordon - National Science Foundation Graduate Research Fellow

Mary Gordon, a Ph.D. student in Environmental Ecology, is studying the effects of environmental contamination on marine organisms. Her research involves developing new techniques to study and monitoring changes in the environment. Such techniques include developing blood tests for the study of threatened and endangered species and monitoring the effectiveness of environmental monitoring programs.

Graduates are supported by the National Science Foundation Graduate Research Fellowship, which provides financial assistance to graduate students in the sciences, and who are pursuing careers 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, staff, graduate alumni, and business and community leaders.

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 professional life activities. The Graduate Center is the hub for graduate student and professional life activities.

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

Texas Tech Graduates 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 skills and knowledge to add to professional expertise.

In addition to the Graduate Center, the Graduate School has a comprehensive professional development program. The Graduate School has a comprehensive professional development program.

Has your information changed?
Stay Connected. Email us at infogradschool@ttu.edu. If your address, email or job information has changed.
“leave behind” for legislative visit (excerpt)