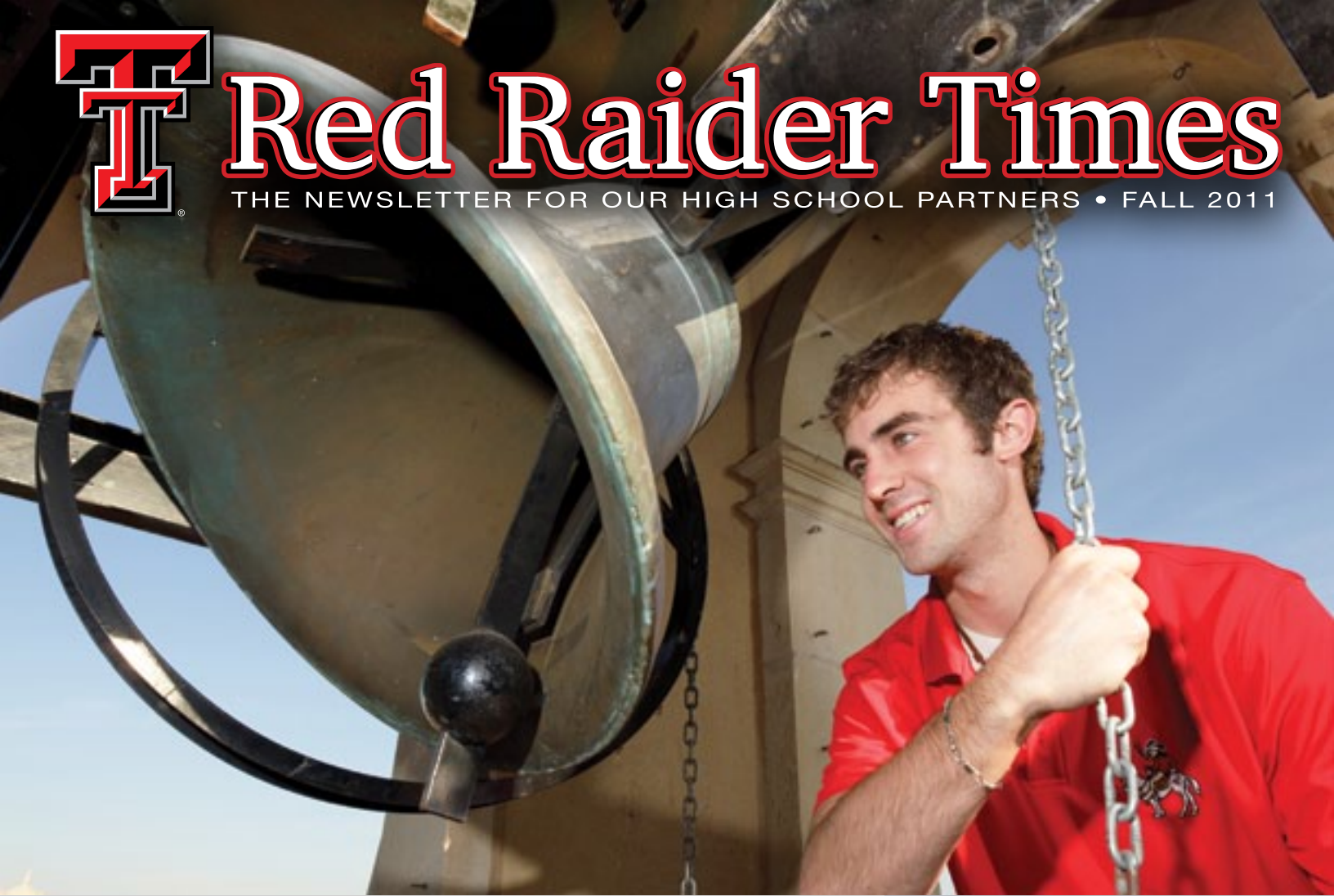




Red Raider Times

THE NEWSLETTER FOR OUR HIGH SCHOOL PARTNERS • FALL 2011



Message from Admissions Director Ethan Logan

Greetings from Texas Tech University! We have enjoyed a wonderful year in the development of Texas Tech, despite the warm weather throughout this summer! I am pleased to announce that Texas Tech University has seen a new record enrollment as we welcomed 32,327 students to campus this August. This enrollment marks the third consecutive, successive year of enrollment growth for our institution.

Enrollment growth at our institution is essential to the strategic growth benchmarks that we have established to increase our student population to 40,000 students by 2020. This growth is inclusive of our undergraduate, graduate, and law school. Growth of the student body, however, has been attended to with extra attention. Our strategic growth plan is to grow incrementally in order to ensure the quality of the Texas Tech experience. Slow, steady growth over each year allows for the institution to manage increases in student participation by increasing our staff, faculty, and facilities commensurately in order to maintain quality.

Additionally, our growth can be seen across all of our offerings at the university. Our student body diversity mirrors this growth, with our largest number of Hispanic and African-American students enrolling this fall, as well as an overall increase in the number of students transferring to our institution. We will be opening a new residence hall and dining facility this next fall in preparation of the continued growth of enrollment to the institution.

Texas Tech has been especially attentive to the



quality growth of the student body as well. Recruitment practices have been tailored to find the most academically talented students who are interested in Texas Tech. Our recruitment initiatives seek to improve the academic profile of entering students; we are meeting this challenge by opening up a more comprehensive Merit

Scholarship program for this next year's incoming class. Students who formerly did not qualify in the Merit Scholarship consideration because they were not in the Top 10 percent of their class may now be qualified for academic merit scholarships if they are in the Top 25 percent of their classes.

Now, perhaps more than ever, financial considerations are always present in student choice of college attendance. We seek to provide the most support we can to our entering students; find more information about financial tips and strategies within this newsletter.

Fall is finally upon us; there is no better time to be on a college campus. Our school resounds with the pageantry of campus traditions from Victory Bells to the wrapping of our Will Rogers statue on campus! We have a lot to be proud of at Texas Tech. We hope that you get a chance to come visit too!

Guns up!

Ethan Logan, Ph.D.

Managing Director for Undergraduate Admissions

The Victory Bells Turn 75

WHAT ARE THEY?

Two bells. They weigh a combined 1,200 pounds and hang in the east tower of the Administration Building.

WHO RINGS THEM?

Members of the Saddle Tramps and High Riders.

WHY DO THEY DO IT?

Winning is good. Celebrating a win is even better.

Maybe that's why, on Sept. 19, 1936, a bunch of Texas Tech students climbed the stairs of the Administration Building to celebrate a football victory by ringing the newly donated bells.

Now, 75 years later, those bells still ring in celebration of Texas Tech athletic victories and special occasions.

"We'll start ringing the bells as soon as the scoreboard hits triple zero," said Saddle Tramp Sean Ollre. "That way, as they're leaving, fans will hear them. They're excited and happy and it's a nice confirmation that we just won."

WHY IT MATTERS

Because leaving the heat and panicky rapture of a hard-fought victory, there is something pleasant and seemingly essential about a hushed walk across a darkened campus while the bells toll out.

The night is perfect. Adrenaline still lingers in your veins. It is a good walk.

Recruiter Spotlight, Jessica Cravens

Fall is an exciting time for one of The Office of Undergraduate Admissions' newest faces, Jessica Cravens.

With the beginning of a new semester comes the opportunity for Cravens to encounter new students that she recruited to campus.

Fall also means the kick-off of one of Cravens' favorite pastimes: watching Texas Tech football.

"I'm a big college sports fan," says Cravens, who recently graduated with a degree in public relations.

Interestingly, Cravens' love of college sports goes hand-in-hand with her experiences as a Texas Tech recruiter; as early as her freshman year in college, she was watching games during recruiting events at Jones AT&T Stadium and the United Spirit Arena.

"The athletes shared such a passion for their sport, and the atmosphere with the fans and the cheerleaders and the Goin' Band from Raiderland was amazing," she said. "I found

myself really getting into the games."

The love of sports stuck, as did Cravens' passion for spreading the word about Texas Tech. The Carrollton native said she enjoys spreading the word to prospective students and their parents about the experience and benefits provided by the university.

"Texas Tech has a special place in my heart. I gained so much from this university as an undergraduate student that I wanted to give that experience to other people."

One of the experiences that stands out most to Cravens? An internship working in the office of U.S. Congressman Sam Johnson.

"That internship was one of the best experiences of my life," Cravens says. "I got to know such a diverse group of people and Tech definitely has a great reputation on Capitol Hill."

But Cravens will have plenty of memories to cherish of her time at Texas Tech. She served on President's Select, was on the Executive



Board of Chi Omega sorority, a member of Tech PR and was the 2010 Texas Tech Homecoming Queen.

"Texas Tech is a place of opportunity and growth. As a student you are treated like a person and not just a number."

New Suite-Style Residence Hall set to Open by Fall 2012

Construction is underway on a new 178,000-square-foot Texas Tech residence hall and dining facility.

Texas Tech officials broke ground May 11 on the \$45 million Boston Avenue Residence Hall and Dining Facility.

When it opens prior to the Fall 2012 semester, the residence hall will provide private, Ethernet-connected bedrooms for 516 students to help house the university's growing population.

The suite-style rooms will offer shared living areas with microwave ovens and refrigerators. A two-story dining hall will feature a mini market and food vendors such as Einstein Bros. Bagels.

"The new addition of the residence hall and dining facility will not only be a great place for our students, but will also serve as a beautiful cornerstone to the campus," said Kent Hance, chancellor of the Texas Tech University System.

Sean Duggan, managing director of University Student Housing, said the



university traditionally has housed around 20 percent of its student population on campus. He stressed the importance of living on campus for students – especially those in their first year at Texas Tech.

"Because more than half of our students come from at least 300 miles away, I think having a campus living community provides a lot of comfort for parents that bring their students here," Duggan said. "We offer so many services and we directly support the academic mission of the institution."



New Merit Scholarship Announced

Structure Provides More Scholarships for Students

Texas Tech has introduced a new program that provides merit scholarships to more students than ever.

Under the new system, students in the top 10 percent of their graduating class with SAT scores of 1250 or 28 ACT and higher are eligible for scholarships ranging from \$2,500 to \$6,000 per year.

Students in the next 15 percent – the top 25 percent of their graduating class – with SAT scores of 1200 or 27 ACT and higher are eligible for scholarships ranging from \$2,000 to \$5,000 per year.

To find more information, visit <http://www.scholarships.ttu.edu/>

New Law Requires All Entering Students to Provide Proof of Meningitis Vaccination

SB 1107 expands Texas law regarding the bacterial meningitis vaccinations for college students.

Now every student attending Texas Tech for the first time must provide proof of a meningitis vaccination to Student Health Services at least 10 days before the beginning of their entry semester.

In the past, students only had to provide proof of vaccination if they planned to live on campus.

Housing

New students entering the residence halls must provide proof of vaccination to University Student Housing prior to selecting a residence hall room.

Find additional meningitis information and official forms at www.ttuhs.edu/studenthealth/.

If your students have questions, they should contact Student Health Services at 806.743.2860.

Reflections on the Wrapping of Will Rogers

By Lauren Harris



For years the Saddle Tramps have wrapped the landmark statue of Will Rogers and his horse, Soapsuds, in red crepe paper prior to home football games. One student discusses her thoughts on the tradition:

When I'm walking on campus and I can feel the chill of autumn in the air, the sight of Will Rogers wrapped in red streamers is one of my favorites. I can't help getting a little excited and thinking, "It's almost game day!"

Wrapping Will Rogers is about school spirit; it's about getting all revved up to wreck 'em.

This Saddle Tramps tradition is something I will remember about my time at Texas Tech. It shows how much Red Raiders support each other and fosters community on the Tech campus.

It has also made the statue something much more than simple campus art.

When the Saddle Tramps wrapped Will

Rogers in black to observe the 10th anniversary of September 11, students noticed. I believe that the students noticed because the statue demands a certain level of respect on campus. This respect caused people to pause and hopefully to reflect on those affected by the tragedy.

This is the strength of our tradition. We are lucky to have it.

No, what do you really want to do with your life?

Joshua Barron, associate director of Texas Tech University Advising, offers advice on helping students prepare more thoroughly for college.

They're seniors now, applying to college, maybe admitted, humming along toward graduation. They are excited. Ready to tackle the world. And that's wonderful. But is it everything? Not yet.

Chances are that your students haven't given a lot of in-depth thought to the subject of their major.

Sure, they may have a breezy idea of what they want to be someday: a doctor, a lawyer, a manager. But do they know why? And, more importantly, is this choice really the best fit for them? Have they thought about what it will take for them to get there?

Barron advises students to delve to the core of these questions before taking the plunge and committing to a major.

Consider the Cost.

"Poor choices aren't irrevocable," Barron says, "but consequences are a little more serious. College is an expensive endeavor for most of us, so each course selection needs to count as a learning opportunity and as a step toward degree completion."

Clearly every choice is valuable in the route to success.

Get beneath the surface.

While he would prefer that they start by looking at the disciplines of study, Barron recognizes that future career options are typically easier for pre-college students to wrap their minds around. He suggests that students consider the things they value and how those values match with the values of potential work environments.

Would students rather have independence or job security? Would they be more comfortable working alone or as part of a group? Managing or creating?

Handling ideas or objects?

"In other words, I tend to ask students, 'what fires them up and speaks life to them?'" Barron said. There are a number of quality assessments that provide insight for students, but Barron recommends beginning with something that focuses students by clarifying their underlying values.

The answers to these questions will take them a long way in determining the major they should pursue.

Do homework.

Pop quiz: What's the difference between marketing and advertising?

Many people have trouble distinguishing between the two, yet Texas Tech draws such a distinction between them that it offers the majors in two separate colleges.

Barron said students should take an in-depth look at the fields they are considering – before they attend Red Raider Orientation. Once they reach orientation, they begin committing to classes as they register.

"They should spend some time beforehand to think critically about what they want to do," he said.

Assessments are a start, but students seem to benefit most through experiences that develop their ability to think critically and reason logically, especially if this can be done in relation to the major exploration and career choice processes. Internships, work-study programs and even part-time jobs in fields that students are considering could help determine whether a career choice would ultimately leave them fulfilled.

This knowledge, in turn, could save them the emotional and financial toll of repeatedly changing majors or simply taking classes that won't apply toward their chosen degree.

Events Give a Taste of Texas Tech

Of course, every day is a great day to visit, but these upcoming events provide your students an opportunity to see campus and meet other future Red Raiders.

Football Friday

Nothing matches the buzz on campus before a football game. Students can tour campus and meet representatives from admissions, housing, residence life and our 11 academic colleges.

Oct. 28: 1-5 p.m.

Nov. 11: 1-5 p.m.

Admitted Student Day

Admitted students will have a chance to see Texas Tech while getting information on their next steps in enrolling at the university.

Jan. 27 | Feb. 20 | Feb. 24

March 9 | March 19 | April 6

Get more information here:

<http://www.admissions.ttu.edu/index.php/blog/>

Talk to recruiters.

If a student has settled on a major – or at least an academic field of study – Barron suggests that he or she meet with a Student Assistant College Recruiter.

The recruiters work in academic colleges. They meet with visitors and have in-depth knowledge of majors, minors and specializations.

Appointments of this type can be setup with an email to admissions@ttu.edu, or in the Visitors Center in West Hall.

"Students should be sure to take advantage of our student recruiters," Barron said. "In my experience, it's pretty rare that there is a question they can't answer."



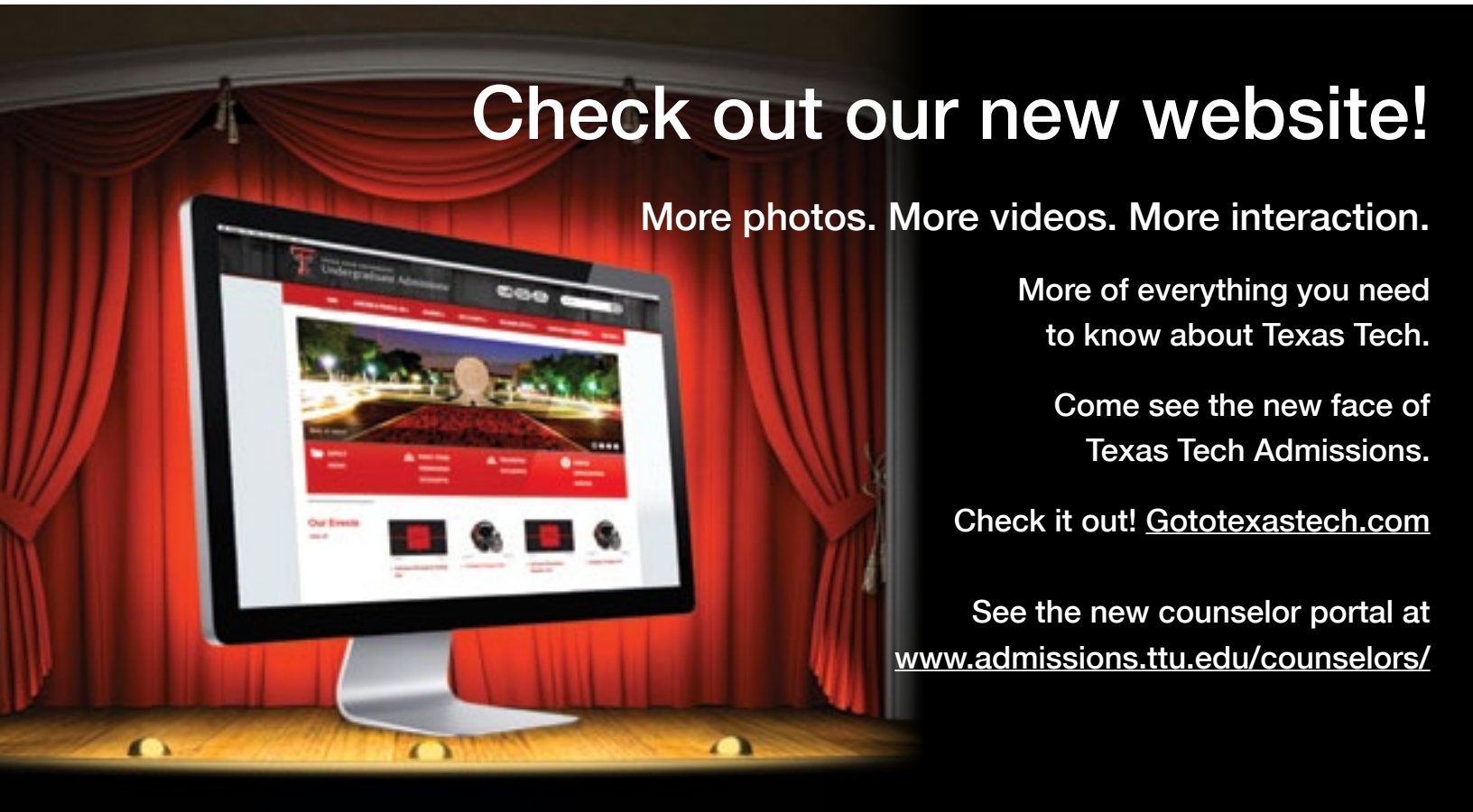
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