

TEXAS TECH UNIVERSITY
A FOUNDATION
FOR THE NEXT CENTURY
A PATHWAY TO 2025 | STRATEGIC PLAN



TEXAS TECH UNIVERSITY
College of Human Sciences™



The College of Human
Sciences provides
multidisciplinary education,
research, and service focused
on individuals, families, and
their environments for the
purpose of improving and
enhancing the human
condition.

The College of Human Sciences
Mission Statement





Dr. Tim Dodd
Dean

Vision Statement

The College of Human Sciences will have premier research, outreach, and educational programs that enhance human well-being around the world.

The College of Human Sciences...

Has programs that provide exceptional educational opportunities for students interested in improvement of the human condition. Programs are related to social science, business, design, education and nutritional sciences. Faculty, staff, and students advance research concerning individual, social and economic development, in a multidisciplinary environment to benefit families and individuals in a diverse global community. Outreach is also provided to individuals, organizations, and communities to help improve the society in which we live.



Educate and Empower a Diverse Student Body

Goal 1: Grow and diversify a high achieving student population with an emphasis on creating a supportive climate inclusive to all students.

Goal 2: Nurture and enhance a premier learning environment that fosters success and wellness.

Goal 3: Provide experiential and transformative learning opportunities for students through curricula, practical experience, and study abroad opportunities.

Goal 4: Increase retention and graduation rates, and placement of graduates.

Strategies:

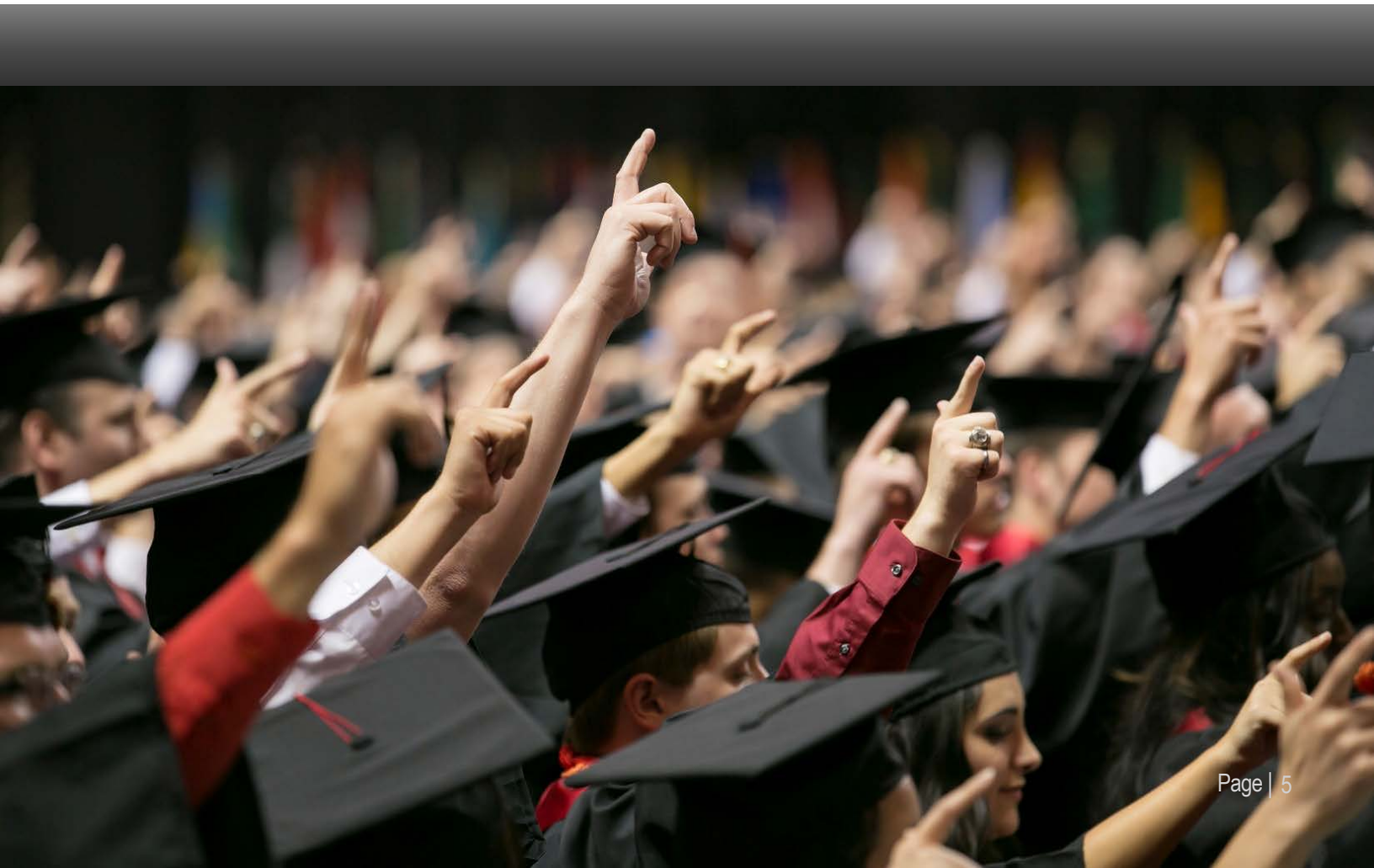
- Sustain and grow the multi-year scholarships supporting new entering freshmen and transfer students, as well as fellowships for new graduate students.
- Seek input from and support student organization leaders, advisors, and other student populations.
- Provide centralized support to programs to formalize and enrich graduate recruitment communication plans.
- Reach new populations of students such as those interested in online learning and learning at regional campuses.
- Stay abreast of the marketable skills needed for graduates through industry connections and advisory boards.
- Diversify and support the needs of underserved students by recruiting at schools with diverse populations, through diversity activities on campus, and in the community.
- Recruit and retain diverse faculty and staff to be more representative of the student body and encourage their participation in diversity efforts.
- Develop and implement a college diversity plan.
- Identify sustainable sources of funding to support departments to utilize proactive tactics in recruiting and retaining high quality masters and doctoral students as well as support current students.
- Promote student engagement in study abroad activities and support the efforts through college endowments and additional scholarships.
- Incentivize and reward faculty and students for study abroad participation.
- Foster a synergistic student services and marketing team to holistically focus on student recruitment, advising, engagement, retention, and persistence to graduation.



Educate and Empower a Diverse Student Body

Strategies continued:

- Encourage and advise students to elect full course loads when academically appropriate.
- Strengthen working relationships with fellow colleges and departments campus wide to better serve students through university collaboration.
- Increase the overall awareness of CoHS academic programs and pathways through continued implementation of marketing plans.
- Encourage future employment and internship opportunities for students through connections with alumni and friends of CoHS.
- Enhance opportunities and pathways for students interested in continuing on to graduate school in their given field or health professional school.





Selected Initiatives

Dean's Leadership Council: A council composed of presidents of each student organization represented in Human Sciences along with the student senators representing the college convene to discuss successes and concerns related to their experience as undergraduate and graduate students. Ideas ranging from campus safety improvements and enhanced learning environments to community outreach and recruitment ideas have originated from this council.

Global Scholars Program: All Human Sciences students participating in study abroad during their time at Texas Tech University are recognized as Global Scholars and provided a pin commemorating their experience. To increase accessibility, scholarships for Human Sciences students studying abroad on faculty-led trips are awarded annually.

Intro to Human Sciences: A first semester freshmen student success course provides an overview of opportunities for Human Sciences students and prepares them to be successful at Texas Tech University. Skills to communicate in a global society are incorporated into the curriculum.

Texas Tech at Costa Rica: Texas Tech University will open a branch campus in San Jose in Fall 2018. Texas Tech-Costa Rica will offer high quality degree programs to students in Central America, expand study abroad and internship opportunities for main-campus students, and provide opportunities for research collaborations with multinational companies in Costa Rica. A degree in Restaurant, Hotel, and Institutional Management will be one of the first bachelor's degree programs offered and slated to offer a master's degree in the future.





Selected Initiatives continued...

Dean's Scholars Program: Leveraging presidential scholarships, the Human Sciences Dean's Scholars program offers multi-year merit scholarships for high achieving students where students receive additional 25% matching scholarships from Human Sciences. Other groups of prospective students such as 4H Gold Star winners, DECA award winners, and FCCLA STAAR event winners, along with state and national officers have been incorporated into the program due to successes related to academic programs in Human Sciences.

Doctoral Fellowship Program: Multi-year fellowships are used to recruit high achieving doctoral students to Human Sciences programs. Doctoral fellows receive \$10,000 a year for three years and these are allocated to programs in the college based on SCH to reward growth in graduate enrollment. We continue to add fellowships to this program as new sustainable resources are identified.

Center for Collegiate Recovery Communities: The CCRC offers a community of support for students in recovery much like student athletes and veterans receive on college campuses. By providing specialized support, our students flourish with low relapse rates, high GPA's, high retention, and graduation rates.

Table 1: Educate and Empower a Diverse Student Body Targets

College of Human Sciences	2016	2017	2018	2020 Target	2025 Target
1-year retention rate of FTIC freshman* (Fall)	87.7%	85.3%	86.5%	90%	92%
6-year graduation rate of FTIC freshmen* (Fall)	63.50%	63.60%	66.7%	68%	71%
4-year graduation rate of FTIC freshman* (Fall)	45.2%	53.9%	48.6%	55%	55%
Percent of FTIC enrollment^ (Fall)					
African-American/Black	3.7%	3.97%	5.47%	6.0%	8.0%
Asian	1.8%	2.0%	2.34%	4.0%	5.0%
Hispanic	18.7%	34.8%	25.26%	30.0%	30.0%
Number of baccalaureate degrees awarded** (FY)	625	580	700	700	750
Number of master's degrees awarded** (FY)	96	106	106	115	175
Number of doctorate degrees awarded** (FY)	37	36	34	40	50
Number of undergraduate students enrolled** (Fall)	2,663	2,813	2,876	3,000	3,200
Number of graduate students enrolled** (Fall)	421	464	512	570	760
Number of students studying abroad@ (CY)	57	75	62	85	100
Total student credit hours** (FY)	68,243	72,299	74,790	78,500	87,000
Regional site enrollment~ (Fall)	11	21	38	80	150
Student credit hour per full time student (undergraduate)^ (Fall)	14.0	14.0	14.1	14.5	15.0
Number of student credit hours taken online (undergrad. & grad.)** (FY)	14,573	17,971	20,537	22,000	25,000
Total number of faculty (FTE and Headcount, Excluding TA-GPTI)** (Fall)	117.0	113.0	123.0	125.0	130.0
Student-to-faculty ratio (THECB)** (Fall)	20	21	20	20	20
Presidential Scholarships awarded+ (Fall)	140	224	333	250	370
Average FTIC ACT/SAT scores^ (Fall)	1077/24	1128/24	1123/24	1140/25	1150/26

*- Texas Tech University Fact Book

** - TTU Metrics for Colleges and Departments

^ - IR - Vicki West

+ - Scholarships Office - Jennifer Fauls

~ - College Profiles

@ - Study Abroad Office



Enable Innovative Research and Creative Activities

Goal 1: Increase the productivity and impact of research, scholarship, and creative activity that advances knowledge, benefits society, improves quality of life, and contributes to economic development.

Goal 2: Enhance capacity and opportunities for research, scholarship, and creative activity for faculty, students, and staff.

Strategies:

- Increase the number of collaborative teams pursuing federal funding (e.g., the Metabolic Center and the Obesity Cluster) by fostering links between CoHS researchers and the HSC to engage in the study of the origins and mechanisms of obesity, cancer, diabetes and other metabolic diseases.
- Continue to develop and internally fund the CoHS Post-Doctoral Program, as well as ensure that faculty “write-in” such positions into their grant proposals. Negotiate with the OVPR to provide some matching funds in support of these fellowships.
- Seek external donor, foundation, and other funds to support selected initiatives.
- Explore the possibility of increased F&A returns to the College that would be passed on to CoHS faculty to incentivize future grant getting.
- Organize the CoHS to enroll in and use the SONA Undergraduate Research Participation Program to support undergraduate research experience and to facilitate faculty and graduate student research projects.
- Internally fund a variety of CoHS seed grant programs (e.g., Come N Go, etc.) to enhance collaborative research activities with other Universities and to foster cross Institution grant submissions.
- Formally link promotion and tenure decisions to grant and publish activities as appropriate to particular Initiatives, Programs, and Departments within the College.
- Successfully recruit senior faculty in all Departments of the College to enhance its research visibility and promote student educational experiences.
- Provide seed funding to nurture potential commercialization and/or patent options for deliverables produced by faculty in various Departments within the College (e.g., nano-particle delivery of natural compounds to control various diseases; drug development to combat obesity).



Selected Initiatives

Promote the development of the ***Nutrition and Metabolic Health Initiative***, which will unite specialists in advanced research, education, training and community engagement from the CoHS and the HSC to combat metabolic diseases and disorders.

Expand the development of the ***Texas Tech University Center for Early Head Start***, where the Department of Human Development and Family Studies will team with EHS to collect cutting edge research data on the physical, social and emotional development of under resourced children and their families, leading to continued (and increased) Federal grant support.

Continue support for the ***Center for Financial Responsibility*** and the ***Texas Wine Marketing Research Institute*** who are both active with undergraduate and graduate research and outreach activities.

Expand and continue support for the ***Obesity Research Cluster (ORC)*** in order to achieve national/international recognition in interdisciplinary Obesity research and education. The ORC mission is to develop innovative collaborations and strategic partnerships in basic, clinical, and community translational research to prevent and treat obesity.

Texas Tech Mental Health Institute: Lead the dialogue surrounding addiction recovery and promote interdisciplinary partnerships between mental health providers and addiction recovery professionals. Key research foci are the recovery process for individuals and family members, the impact of mental health disorders on recovery trajectories and the neuroscience of addiction and long-term recovery.

Center for Addiction Recovery Research: Advance neuropsychological and clinical research on addiction and recovery that enhances clinical services and promotes recovery for those with addictive disorders and their families.



Table 2: Enable Innovative Research and Creative Activities Targets

College of Human Sciences	2016	2017	2018	2020 Target	2025 Target
Total Research Expenditures**	\$6,719,664	\$7,966,613	\$7,870,322	\$9,000,000	\$10,000,000
Restricted Research Expenditures**	\$2,189,891	\$2,657,804	\$2,946,204	\$4,000,000	\$6,000,000
Federal Research Expenditures**	\$513,354	\$595,409	\$1,008,415	\$1,500,000	\$5,000,000
Total Proposals Submitted/Grants Awarded**	70/22	71/37	88/25	91/28	105/35
Total Awards**	\$2,855,679	\$4,277,211	\$2,848,510	\$6,500,000	\$9,000,000
Journal Articles ^D	154	158	165	165	170
Creative Works/Performances ^D	26	18	29	25	30
Books/Book Chapters (refereed) ^D	19	18	21	22	25
Editorial Boards ^D	61	66	60	75	80
National/Inter Conference Presentations ^D	246	230	183	250	275
Post-Doctoral Fellows ^R	5	4	5	6	7

** - TTU Metrics for Colleges and Departments

^D - TTU Digital Measures

^R - COHS Research Office/Post Docs-FY

Transform Lives and Communities Through Strategic Outreach and Engaged Scholarship

- Goal 1:** Foster an engaged college that recognizes outreach and engaged scholarship as an essential component of institutional activity.
- Goal 2:** Increase and strengthen collaborative, mutually beneficial community partnerships that stimulate creativity, innovation, and social and economic development.
- Goal 3:** Enhance recognition of faculty and staff who contribute to outreach and engaged scholarship activities that impact local, state, national, and global communities.
- Goal 4:** Achieve a sustainable outreach and engaged scholarship program through diverse funding streams and long-term campus community partnerships.

Strategies:

- Grow college and community understanding of outreach and engaged scholarship and to increase awareness of scholarship activities and opportunities for campus-community partnerships
- Build outreach and engaged scholarship capacities in faculty, staff, and students through professional development, mentoring, undergraduate research, co-curricular activities, study abroad, and service-learning programs, as well as web-based resources and tools
- Provide recognitions, rewards (e.g. merit salary, promotion and tenure, comprehensive performance evaluation), and other incentives for faculty, staff, and students involved in outreach and engaged scholarship
- Identify mechanisms by which research regarding outreach and engagement as a discipline can be recognized as an important part of a faculty member's scholarly productivity.



Selected Initiatives

East Lubbock Promise Neighborhood: Participate in projects in collaboration with community partners to improve educational opportunities for underserved children and increase parental involvement.

Center for Early Head Start provides high-quality childcare and home visiting services free of charge to those who qualify. In addition to community outreach, there is opportunity for many mutually beneficial research projects.

Center for Adolescent Resiliency (CAR): Programs offered cultivate self-care and self-leadership for adolescents and partners with schools, parents, and community organizations to create environments of success for youth.

OLE! Texas: Creating active outdoor learning environments for preschool children. OLE! is a statewide initiative to address obesity and sedentary behavior in preschoolers. The initial site has been launched in Lubbock as the result of a partnership between Department of Design and Department of Landscape Architecture.

Center for Collegiate Recovery Communities (CCRC): Expand the number and the scope of support offered to individuals in recovery from alcohol/drugs and to serve as a national/international leader in promoting the expansion of collegiate recovery programs while enhancing the field of recovery research.

Table 3: Outreach and Engaged Scholarship (OES) Targets

College of Human Sciences	2016	2017	2018	2020 Target	2025 Target
Number of hours faculty and staff were involved in COHS OES*	67,437	101,212	95,383	175,000	225,000
Number of project, programs, classes, and events provided for/in partnership with the community*	69	50	161	100	125
Number of non-TTU attendees and participants in TTU OES activities*	38,026	1,607,942	1,238,957	1,500,000	1,750,000
Number of K-12 students and teachers participating in COHS OES activities*	39,987	82,815	49,935	125,000	175,000
Number of external awards received for excellence in OES*	<i>Data not Available</i>	<i>Data not Available</i>	<i>Data not Available</i>	2	5
Number of service learning courses offered* TLPDC	19	22	9	28	30
Number of study abroad courses offered* IA	8	6	6	12	12
Number of OES scholarly publications, presentations, and performances*	<i>Data not Available</i>	<i>Data not Available</i>	<i>Data not Available</i>	5	10
Number of collaborative OES partnerships*	9	78	49	88	100
Total OES external funding*	\$3,450,540	\$3,595,090	3,864,255	4,500,000	4,500,000
Total COHS funding for OES activities* C	\$3,358	\$3,000	\$2,000	\$12,000	\$15,000

*OES Data- TTU Outreach and Engagement

*TLPDC- TTU Teaching, Learning and Professional Development Office

*IA- TTU International Affairs Office

*C- Cognos Financial Report



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