News Release

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College of Arts & Sciences Kicks Off ‘Unmasking Innovation’ Campaign
Donors are needed to help advance the college’s future.

The Texas Tech University College of Arts & Sciences is kicking off its new campaign, Unmasking Innovation, to advance its vision for the future.

The initiative will allow the college to remain nationally and internationally recognized as a college that embodies the characteristics of a premier university: emphasizing research, scholarship and creative activity, undergraduate and graduate education, entrepreneurship and leadership in the humanities, social sciences, life and physical sciences to benefit West Texas, the state and the nation.

“This campaign is critical for the College of Arts & Sciences as we look to meet the demands of a growing student population and for our role in helping Texas Tech grow its research reputation on the national and international level,” said dean W. Brent Lindquist. “It is imperative that we attract the top students and faculty in our state and region, but in order to do that we have to raise scholarship and fellowship funds while also improving our aging infrastructure. The five areas we have outlined in this campaign are significant and will play a critical role in our future success.”

Unmasking Innovation focuses on five major areas:

- **Attract and retain top faculty**
  - The college has created endowed chair and program directorships, endowed professorships, endowed associate professorships and endowed assistant professorships.

- **Enhance critical infrastructure**
  - State-of-the-art research and discovery requires state-of-the-art facilities and equipment that federal grants will not fund for newly hired faculty or without university matching funds.

- **Recruit high-potential students**
  - The college is currently able to offer financial assistance to only about 30 percent of its more than 10,000 students, which limits its ability to recruit the top students in Texas and the nation.

- **Enhance undergraduate educational experience through research**
  - Undergraduates bring fresh approaches and insights that the college and university can take advantage of, if research opportunities are extended to them.

- **Grow the Dean’s Fund for Excellence**
Many of the college’s expenses are not covered by state funding or tuition, such as student recruitment activities, one-on-one advising and student success initiatives; academic conferences; equipment purchases; and research centers in the humanities and social sciences.

“It’s certainly overdue,” said Dick Brooks, president of the Arts & Sciences Dean’s Circle and a former Texas Tech University System regent. “It’s the largest college in the university; we probably should have been doing this a long time ago and really focusing on these things. We have all these prize-winning graduates out there who love this university and love this college and probably have not been asked to contribute to the College of Arts & Sciences.”

As recently as the 1980s, the state of Texas still contributed nearly half of the university’s budget. Today, the state contribution is 29.9 percent. The difference is made up by increased tuition and fees, grants and philanthropic support.

“I think it’s good we’re working to grow the donor base and get more involved,” said alumna Heather Anderson, a member of the Dean’s Circle who now works for ExxonMobil. “My involvement with Texas Tech didn’t stop when I graduated, and I’d like to see more of that. I believe we’re called to give. The university has given so much to me. When you take that step from student to professional, you should give back to the university that’s given so much to you.”

See a video about the campaign here.

Visit the campaign web site here.

About the College of Arts & Sciences
The College of Arts & Sciences is the largest college at Texas Tech. It has more than 8,750 undergraduates and 1,300 graduate students enrolled in 78 degree programs in 15 departments. The 530 faculty members teach more than 1,200 courses each year. Arts & Sciences alumni go on to become innovators in disciplines including law, health, social services and medicine, industry, commercial development, commerce, government and public administration, academia and research laboratories.

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