Welcome,

I am thrilled to present this year’s report outlining the many accomplishments of the Division of Institutional Diversity, Equity & Community Engagement in 2014-2015. Over the course of the previous academic calendar year, the Division has sought to further integrate itself into the core mission of the institution and to help advance the University’s fundamental values of inclusive excellence, access, and equity. With the steadfast leadership of senior staff such as Dr. Paul Frazier and Dr. Heather Martinez, experienced leaders such as Peggy Flores, and through new staff such as Kassaundra Garcia, Texas Tech University continues to distinguish itself as a national leader and model for higher education excellence in diversity.

This year’s report covers a variety of important topics including national recognitions for Texas Tech’s efforts to support higher education diversity, the advancement of women across the campus and, of course, its commitment to military veterans and their dependents. The Division as a whole has dramatically increased the number of students served, faculty interacted with, and scale of community engagement and partnership. In particular, the Texas Tech chess program has experienced a new level of achievement by having been named the 2014 Texas Collegiate Chess Champion and 2014 Chess College Program of the year by the U.S. Chess Federation. Across the Division, as throughout the University, there is a climate of excitement and enthusiasm for the diversity and inclusion achievements of Texas Tech University. Please continue to read and enjoy how the Division of Institutional Diversity, Equity & Community Engagement is helping the University continue to achieve its motto, “From here, It’s possible.”

Guns Up!

Juan S. Muñoz, Ph.D.
Senior Vice President

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Honors and Awards

- Champion of Diversity Award from the American Association for Affirmative Action
- Recipient of the INSIGHT Into Diversity’s Higher Education Excellence in Diversity (HEED) award
- Team and individual Championships at the 17th Annual Texas Collegiate Chess Tournament and honored as a Best College by the United States Chess Federation
- Recognized by the American Association of University Women as one of the top seven Schools That Empower Women
- Recognized by GI Jobs, Military Advanced Education, and Military Times as a Military and Veteran Friendly University
- Designated as the first Purple Heart University in Texas and third in the nation by the Military Order of the Purple Heart
University Interscholastic League

The University Interscholastic League (UIL) seeks to advance the awareness of Texas Tech through hosting numerous UIL District and Regional Academic, One-Act Play, and athletic competitions. These events assure that many of the top high school students from across the State of Texas will have the opportunity to visit our campus. Texas Tech UIL is dedicated to providing high school students with unbiased competitions and quality venues, while also promoting partnerships and collaborations with local and regional educators and businesses. For many students, UIL activities offer their first opportunity to visit a college campus. Hosting high school competitions promotes higher education and also introduces students from across the state to Texas Tech University.

ACCOMPLISHMENTS:

• Hosted five invitational academic workshop/contests
• Hosted 44 regional academic competitions
• Hosted 22 regional athletic competitions
• Hosted 12 regional One-Act Play performances
• Hosted six academic/one-act play summer camps
• Selected as one of the state’s four universities to host a UIL Student Activities Conference
Office of Academic Enrichment

The purpose of the Office of Academic Enrichment (OAE) is to support student academic success and retention through interdisciplinary integration of proven academic strategy programs, co-curricular activities, and academic support services. To accomplish this, OAE has created a network of partners, staff, instructors, and tutors who communicate and collaborate with current and future students to create strong and focused learning environments that enable students to address issues, strengthen understanding, and define and achieve educational goals. In addition to academic pursuits, OAE is committed to assisting students in developing their professional skill set, including a strong global awareness that is evident in their communication and interaction. Designated as the university’s home department for the Advancement Via Individual Determination (AVID) for Higher Education Initiative, OAE supports the continuation of the AVID construct from secondary education to higher education by providing an AVID-based success course and tutoring.

ACCOMPLISHMENTS:
• Published the Texas Tech University AVID for Higher Education Compendium
• Increased enrollment in the AVID IS 1102 course by 16 percent from Fall 2013-Spring 2014
• Increased enrollment of Hispanic/Latino students enrolled in AVID IS course
• Created a partnership with the College of Engineering for the STEM-focused AVID in Higher Education project

GRANTS:
• Received Texas Higher Education Coordinating Board Grant of $6,000
Pioneers in Education: Generations Achieving Scholarship and Unprecedented Success

PEGASUS (Pioneers in Education: Generations Achieving Scholarship and Unprecedented Success) is a successful recruiting and retention program on the Texas Tech University campus that provides an academic advising and peer mentoring program to support First-Generation College (FGC) students by facilitating a successful transition into the university community. PEGASUS is designed to assist FGC students as they manage the variety of challenges unique to students without a family background in higher education. These challenges include academic progress, social involvement, and personal growth.

**ACCOMPLISHMENTS:**

- Recruited the largest number of PEGASUS participants at 704 First-Generation College students, an increase of 25 percent from last year
- Retained PEGASUS first-year students at 90.14% from fall 2014 to spring 2015
- Offered 170 workshops and activities designed to support the academic and student life successes of first-year, first-generation college students
- Awarded 20 student scholarships for first- and second-year First-Generation College students
- Increased community service opportunities; participants completed a total of 1,106 community service hours

**PEGASUS Increases Retention for First-Generation College Students.**

<table>
<thead>
<tr>
<th>PEGASUS Student Freshman Retention Rate</th>
<th>TTU First-Generation College Retention Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>89.4% (522)</strong></td>
<td><strong>73.7% (1177)</strong></td>
</tr>
<tr>
<td><strong>10.6% (62)</strong></td>
<td><strong>26.3% (419)</strong></td>
</tr>
</tbody>
</table>

Figures are for Fall 2013-Fall 2014
Women’s Studies Program

The Women’s Studies Program is an interdisciplinary academic program that extends outside the classroom to examine the cultural and social construction of gender to explore the history, experiences and contributions of women to society, and to study the influences of gender on the lives of women and men. The Women’s Studies Program offers an undergraduate minor, a graduate minor, and a graduate certificate. We are engaged with the campus community through programming and co-curricular activities, including the Annual Conference on the Advancement of Women held each spring on the TTU campus.

Accomplishments:

- Hosted four campus-wide brown bag discussions on topics of relevance to women and gender equity
- Hosted the 31st Annual Conference on the Advancement of Women with Loretta Ross, nationally-recognized women’s rights and human rights leader, as the luncheon keynote speaker and Laci Green, popular internet sex education activist and founder of Sex Plus on YouTube
- Co-hosted the address “Why Pink Matters: Women and the Global Cancer Movement” given by Dr. Judith Salerno, President and Chief Executive Officer of the Susan G. Komen Foundation
- Ms. Patricia Earl, Unit Coordinator, received the first annual Staff Award for Excellence in Promoting Gender Equity in Diversity
- Created a #ItsOnUs video featuring students, faculty, and staff (both male and female) making a pledge to take a personal role in fighting violence against women
- Since 2012, enrollment in Women’s Studies courses has increased by 53 percent
- Awarded 7 scholarships for 2015-2016

Grants/Funding:

- Women’s Studies collaborates with the Department of Mechanical Engineering in designing and implementing programs to improve the retention of female undergraduate students in Mechanical Engineering. The project is funded by the National Science Foundation and WEPAN. TTU was one of only 5 institutions receiving the award
- Along with Lauren Dent and Annette Sobel, Women’s Studies is developing a program to prepare potential Peace Corps volunteers. The program will have an emphasis on women’s health in developing countries. Funding is provided by the United States Peace Corps.
Mentor Tech

The purpose of the Lauro Cavazos & Ophelia Powell-Malone Mentoring Program is to enhance the quality of the educational experience of students from underrepresented populations through programs, services, advocacy, and campus and community involvement. The program was piloted in November of 2002 with 46 students and more than 100 mentors but has since grown to more than 800 total participants annually. Since the program’s inception, more than 2,200 students have received services through Mentor Tech. Mentor Tech’s average retention rate (eighty-six percent), is consistently higher than the University’s average.

**Accomplishments:**

- Recruited the largest enrollment of protégés in program history - 566
- Provided more than 50 academic, personal/professional development, cultural, and social events to enrolled students and mentors
- Hosted the annual Networking Reception (made possible through a grant from the Target Foundation) with more than 65 industry professionals interacting with Mentor Tech students
- Mentor Tech Director Cory Powell presented at the University of New Mexico’s 7th Annual Mentoring Conference
- The Mentor Tech Student Organization raised $2,000 for the American Diabetes Association’s Stop Diabetes Walk
- Hosted 13th Annual Celebration Banquet with actress Nia Long as speaker

**Received $12,500 in funding from the following:**

- Phillips 66: $5,000
- Target Foundation: $5,000
- ConocoPhillips: $2,500

**Mentor Tech Number of Protégés by year:**

- 2008-2009: 318
- 2009-2010: 330
- 2010-2011: 363
- 2011-2012: 406
- 2012-2013: 462
- 2013-2014: 566
Upward Bound

This academic year marks 50 years of operation for Upward Bound, a dynamic, academic enrichment program designed to prepare first-generation high school students for college. Upward Bound students come from families with limited financial resources and have parents who have not received a bachelor’s degree. Upward Bound is a TRiO Program, federally funded by the Department of Education. Upward Bound prepares students with various experiences, career options, and diverse cultural activities. Along with providing services to our students, we assist our students with the financial aid process. By guiding our students, we enhance their opportunities to pursue a degree and continue on with their academic careers.

ACCOMPLISHMENTS:
• Awarded $133,410 in scholarships for Summer 2014 Bridge Program students
• Achieved an 88 percent rate of enrollment into TTU among Bridge Program graduates
• Collaborated with TTUHSC Medical School for Non-Bridge participants to attend Medical School Program
• Aided in the progress of the University’s designation as an “Hispanic Serving Institution” with 77 percent of Upward Bound students representing minority populations

GRANTS:
Received continuing grant funds from the U.S. Department of Education for the following programs:
• Select Upward Bound Program - $455,550
• Quest Upward Bound Math & Science Program (S.T.E.M.) - $250,000
• Discover Upward Bound Math & Science Program (S.T.E.M.) - $251,000
Institute for the Development and Enrichment of Advanced Learners

The goal of the Institute for the Development and Enrichment of Advanced Learners (IDEAL) is to provide curriculum-based programming distinctly designed to challenge and engage students in fields such as science, technology, engineering, art, and math. In support of this goal, IDEAL, in conjunction with numerous financial and academic partners, offers a variety of summer programming to students from the 4th grade through the 12th grade. In addition, IDEAL offers fall and spring Saturday programming that introduces K-12th grade students to new fields of study and provides a hands-on learning environment to encourage academic success. IDEAL offers Texas Tech University students, faculty, and staff the opportunity to engage as instructors, counselors, researchers, and analysts and to develop new and sustainable programming to continue to expand the scope of the University’s academic engagement and involvement.

**ACCOMPLISHMENTS:**

- Selected as one of 20 universities to host the ExxonMobil Bernard Harris Summer Science Camp
- Designed and piloted the inaugural Video Game Design Camp
- Hosted a record number of students in summer camp programming, including a cohort of 165 international students from Brazil
- In partnership with the East Lubbock Promise Neighborhood Grant, provided summer programming for 250 area students

**GRANTS/FUNDING:**

Received more than $230,000 in funding from the following:

- J. F. Maddox Foundation - $120,500
- Harris Foundation Grant - $80,000
- Haliburton Foundation - $29,520

**Increased summer camp enrollment:**

<table>
<thead>
<tr>
<th>Year</th>
<th>Enrollments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer 2013</td>
<td>665</td>
</tr>
<tr>
<td>Summer 2014</td>
<td>982</td>
</tr>
</tbody>
</table>

48% Increase
Military & Veterans Program

The Military & Veterans Program assists veterans and their family members in their transition to college and supports them as they progress through their educational journey.

ACCOMPLISHMENTS:

• Served a record high of 2,196 MVP students and family members
• Recognized by Military Advanced Education, GI Jobs, USA Today, US News and World Report, and Military Times for being a military friendly university
• For the first time, MVP awarded $5,000 in scholarships to five veterans
• Hosted “Sun’s Up Guns Up Reveille Run” and the “Tournament for Heroes” golf tournament, raising more than $14,000 for student scholarships
• Celebrated military service through Veterans Appreciation Football and Baseball Games

GRANTS/FUNDING:

• Gifted $10,000 for Arthur Achenbach Scholarship

MVP Enrollment Per Type of Benefit by Semester

- Federal Benefits
- State Benefits
Office of Community Engagement

The Office of Community Engagement is focused on impacting the K-20 community by fostering a college-achieving culture. This is accomplished by providing programs, activities, and events that are built on the concepts of college readiness and college achievement. Through local, regional, state, and national partnerships, OCE is able to provide students and families with the information, resources, and skills they need to be successful in the pursuit of higher education. In addition, OCE offers Texas Tech University students, faculty, and staff the opportunity to be involved in outreach and engagement efforts, as well as creative research and scholarship. In an effort to continue to meet the most current needs of the K-20 community, this year, OCE introduced target-specific programming designed for students and teachers that address key areas such as professional communication and interaction, academic achievement, and issues of diversity and inclusion in schools and in the community.

ACCOMPLISHMENTS:
- In partnership with the Texas Tech University Alumni Association, designed and delivered the inaugural RaiderLife Summer Student Experience
- Hosted the 15th Annual Back to School Fiesta, where students and families in the local community received free backpacks, school supplies, food, and resources
- Piloted the first ever long-term college ready series based program in seven schools in the local district
- Engaged a record-breaking 23,000 students in programs, activities, and events during the year

Received $85,000 in funding from the following:

<table>
<thead>
<tr>
<th>Grant Type</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texas Tech University Alumni Association Grant</td>
<td>$25,000</td>
</tr>
<tr>
<td>Texas Tech University Alumni Scholarship Grant</td>
<td>$25,000</td>
</tr>
<tr>
<td>Texas Tech University Alumni Program Grant</td>
<td>$35,000</td>
</tr>
</tbody>
</table>

Increased outreach opportunities for Texas Tech University students

<table>
<thead>
<tr>
<th>Fall 2013 – Spring 14</th>
<th>330</th>
</tr>
</thead>
</table>
| Fall 2014 – Spring 15 | 500 | 52% Increase
Cross-Cultural Academic Advancement Center

The Cross-Cultural Academic Advancement Center (CCAAC) connects students, faculty, and staff to programs and resources across the university to promote access, respect, inclusiveness, and community regardless of personal culture. Our goals are to affirm identity by promoting cultural and educational programs, build community by connecting students, faculty, and staff to programs and services that promote the intellectual, cultural and social development of students, and cultivate academic achievement by coordinating services and programs for students that increase their academic success and that support their retention and graduation from TTU.

ACCOMPLISHMENTS:

• Attendance for Fall 2014 – Spring 2015 programming reached 4,302 participants
• Hosted the Open Teaching Concept with speaker Franco Prizi (former Presidential candidate for Chile), engaging 1,171 students and 25 faculty members from diverse disciplines
• Partnered with the Student Counseling Center to offer an opportunity for diverse student leaders to sharpen their skills and awareness of diversity through the Diversity Leadership Institute (DLI), a day-long intensive dialogue and critical consciousness-developing program
• Hosted GLBTQ Allies Training with TTU Student Counseling Center, including a rainbow roundtable that covered varying issues surrounding the LGBTQ community
• Celebrated the Festival of Colors with the South Asian Student Association and achieved a new student attendance record of 1,115
• Sponsored the Black Graduate Ceremony, where more than 60 students were recognized
• Hosted and sponsored several Lunar NewYear activities, with attendance reaching over 700 students
Chess Program

The Texas Tech Chess Program supports the mission of the Division of Institutional Diversity, Equity & Community Engagement by promoting chess as a vehicle for enriching education, recruiting outstanding and diverse students to the university, promoting the university through collegiate competitions and exhibitions, providing outreach to all segments of the community, and seeking partnerships and other opportunities that serve university goals. In collaboration with the university’s student chess club, the Knight Raiders, TTCP offers a variety of services and opportunities related to chess, including regular meetings, tournaments, after-school programs, workshops for teachers, and chess camps for kids.

ACCOMPLISHMENTS:

- Qualified for Final Four of College Chess
- Named 2014 Texas Collegiate Championship (both team and individual champions)
- TTU Chess Program was selected as “Chess College of the Year” by the U.S. Chess Federation, and Coach Alex Onischuk was selected as “Grandmaster of the Year”
- Expanded K-12 Outreach to more than a dozen schools and added on-campus workshops
- Wrote the UIL A+ Academics UIL Chess Tests
Division Events

Celebrate Diversity Banquet
The annual Celebrate Diversity Banquet was held on Tuesday, October 14th in the McKenzie-Merket Alumni Center. This year’s speaker was award-winning ABC correspondent and anchor of “What Would You Do?”, John Quiñones. TTU College of Media & Communication served as the event’s Title Sponsor. Bart Reagor of the Reagor-Dykes Auto Group received the Senator Robert L. Duncan Community Champion Award. Texas Tech Athletic Director Kirby Hocutt, TTU Financial Aid Senior Managing Director Becky Wilson, and StarCare Specialty Healthcare System CEO Cathy Pope each were recipients of the Inclusive Excellence Award.

PEGASUS Conversations with the Next Generation
Throughout the months of August and September, students had the opportunity to attend “Conversations with the Next Generation” where First-Generation College (FGC) students and staff shared their experiences and personal stories regarding the many challenges that FGC students face while getting acclimated to college life.
Diversity of Dance

In March, several departments within the Division collaborated to host a new event, “Diversity of Dance”. This was a celebration of form and expression through movement. This event, free and open to all, allowed the many cultures and populations on campus to display their skill and share it with the community.

Diversity Week Kick-Off

The Division of Institutional Diversity, Equity & Community Engagement, along with the Division of Undergraduate Education & Student Affairs, was pleased to host the Diversity Week Kick-Off Event at the Student Union Building. This event included food, entertainment, and resources from various multicultural student organizations. This free and fun event launched a week-long celebration of diversity at Texas Tech University.
Division of Institutional Diversity, Equity & Community Engagement

Report to the President

2014–2015