Latin America Task Force Recommendations

Membership: Dario Solis (Senior Asst. to the President); Sam Oswald (TTUISD) Chair of Task Force; Todd Brashears (CASNR); Gary Elbow (Honors); Zaida Gracia (Engineering); Elizabeth Trejos (Human Sciences); Kent Wilkinson (Media & Communications); Mayukh Dass (Business); Lou Densmore (Arts & Sciences); Jorge Ramirez (Law); Chris Smith (VPA); Zenaida Aguirre-Munoz (Education); Joe Aranha (Architecture); Juan Muñoz (Vice President)

The Latin America Task Force met in April 2014 to discuss opportunities that Texas Tech University should consider to increase the interest of Latin American students and university faculty for study, exchanges and other collaborative activities. Per the OIA Charge to the task force committee members, the committee’s recommendations cover two topic areas, (1) Recruitment and (2) the Establishment of Collaborative activities.

- Create a database listing faculty and staff who are already affiliated with Latin American initiatives that could be available to meet with guests. Use those we already have on campus who are connected to Latin America. List their areas of expertise including languages spoken.
  - Collaborate travel plans with all departments and combine TTU representatives for availability both in Brazil/Latin America and on campus when we receive visiting guests.
  - Contact those with such affiliations to events, tours, and other activities when external guests are on campus thus showing a breadth of connectivity at TTU to their country and programs.
  - depts., faculty staff: list the Name/ area of expertise in the program, languages spoken.
- Improve overall communication options on campus concerning international initiatives.
- TTU could provide funds to bring international students to campus
  - Graduate students may already be in the USA for a conference, presentation, etc. so coming to the TTU campus could be an added incentive for future enrollment
- TTU fund a visit to Chili and Columbia
  - Meet with South American and European Universities
  - Make research funds available on campus – open the opportunity for faculty interaction and visits between the two or multiple institutions
  - Take advantage of existing external revenue sources (external govt. funds may be available both in the USA and in the international community - country )
- Make available to faculty and departments, research funding that has a designation or overlap for international collaboration.
  - Create a database of such funding to share information campus-wide.
- Support a TTU Faculty Exchange program with private and state universities in Latin America.
• Survey TTU faculty and staff to gather data of existing and visionary activities.
  o There may be those who have natural connections in Latin America or with other universities that could initiate an outreach activity or partnership in Latin America but at present do not know how to proceed or may not have the funds.
• Create a list of ALL International students attending TTU at present so we can recruit family members. List by Major, Students’ Name and other
• Designate funds to be available for work study
• Give faculty, service and other designated credit annually for their participation and leadership in such outreach activities
  o Value of these activities as they will create “branding campaign of encouragement” to faculty
• Create a survey of programs on campus that have connections with Latin America
  o Create a portal for use at TTU that includes programs with Latin American activities. This can be used to:
    ▪ Log on and review current activities
    ▪ Review existing engagements
    ▪ Have an option to submit new activities
    ▪ Have the option to join activities
    ▪ Develop an information systems model at TTU
• Provide funds to siblings and friends for scholarships to allow them to attend TTU.
  o There is already a natural association with TTU.
  o Families feel safe in knowing about this natural link with the university and can easily see themselves participating as did their family member who attends or attended TTU. With this in place, our enrollment will grow in leaps
• Consider offering the GRE in Spanish for assessment of language level
• Accept student “provisionally”
  o Consider reduced load with English Intensive course work as a requirement
  o International students can build knowledge and use of English while having a reduced course load.
• Marketing
  o Request of Admissions and Communications to assist with strategies on how we can best market.
  o Show exemplar examples
  o Develop an international subcommittee with focus on marketing. Not all ideas work in all countries so develop an overall marketing strategy that specifically addresses target methods for different countries
  o Develop a library of available videos showcasing international student success stories
• Provide Social Media options for students
• Develop a Student Ambassador Program
  o Focus on students
• Develop a 1, 3 and 5 year strategy
• Convene identified international programs

• Examine viability of Summer Camp Programs on campus – expanding current offerings
  o Include courses for students
  o Use of ESL summer program
  o Intensive English short courses
  o Link up with current programs bringing international high school students to campus
    ▪ IDEAL-SHWF
    ▪ TTUISD
    ▪ Other

Committee members:

Zenaida Aguirre-Munoz, Joseph Aranha, Todd Brashears, Mayukh Dass, Lou Densmore, Gary Elbow, Zaida Gracia, Kent Wilkinson, Jared Lay, Juan Munoz, Sam Oswald, Jorge Ramirez, Elizabeth Trejos, Christopher Smith, Dario Solis