



Bear Our Banners Far and Wide



The last thing Garrett Coutts wanted to do when he came to Texas Tech University was major in agriculture. Since he grew up with an agricultural background, he said he wanted a change and was determined to get away from that industry. He also thought there was no way his dream of going to law school could be achieved by majoring in agriculture.

However, a visit with the Agri-Techsans during his senior year of high school changed all that.

Agri-Techsans is an organization within the College of Agricultural Sciences & Natural Resources that is dedicated to recruiting and providing information services for prospective students and their parents.

Coutts, a senior agricultural communications major from Pampa, Texas, has been involved with Agri-Techsans for two years and serves as the appointed Agri-Techsans coordinator.

“To me personally, it’s a social group of the top-notch students in the college of agriculture,” Coutts said. “It’s a great collaboration of all of the departments getting together to promote our college and make us competitive against other large ag schools.”

Lori Dudley, coordinator of student development for the Dr. Bill Bennett Student Success Center and former Agri-Techsans advisor, said each year 20-25 exemplary CASNR students are selected to be Agri-Techsans and promote the college.

“We consider them the leaders from across all of the departments,” Dudley said.

Dudley said only the most successful and high-achieving students in all aspects, from academics to involvement to sociability, are chosen to be Agri-Techsans because they carry the responsibility of being the face of CASNR to prospective students. Since Agri-Techsans represent the entire college, she said a great deal is required of these students.

“Keeping up with what’s going on in the college and being proactive in that manner is one of the really big requirements,” Dudley said.

Agri-Techsans are required to promote CASNR through two activities: booth work and out-and-backs. Booth works consists of setting up a CASNR table or booth at major on- and off-campus events such as stock shows, national FFA convention and college nights at various schools. Out-and-backs involve an Agri-Techsan making a trip to a local high school and giving a presentation about the college. In these activities, Coutts said the key to recruiting is being personal with each prospective student.

“As far as meeting them and getting them here, the highest thing you can do to actually encourage someone to attend Texas Tech is one be personal,” Coutts said. “Then, we encourage them to come visit.”

Dudley agreed that knowing each prospective student’s interests and concerns plays a huge role in the recruitment process. She said often when students

hear the word “agriculture” they tend to tune out, but a big part of what Agri-Techsans does is explain the seemingly endless career possibilities that CASNR offers.

The job does not end with recruiting though, Dudley said. Another sum of effort by Agri-Techsans is put into following up with students before

going to college and even while attending Texas Tech.

“That’s what we hear from a lot of students, and even their parents, how much effort goes into talking to them and knowing them,” Dudley said.

Agri-Techsans stands out from many other college recruiters because it is primarily student-driven, she said.

“A college-aged student is more approachable than myself, or even sometimes a faculty member,” Dudley said.

Coutts said one of the best things about Agri-Techsans is being able to completely relate with students because Agri-Techsans are taking the same classes or are involved in the same organizations.

“The huge thing we brag about is that we are current students. We’re not trained recruiters,” Coutts said. “We are students.”

As he reminisced about his senior year of high school, Coutts recognized Agri-Techsans made a difference as to why he chose to be a part of CASNR. He said what proved to be the deciding factor was being able to sit in on an agricultural law class during his visit to Texas Tech, which was all because of his interactions with Agri-Techsans.

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