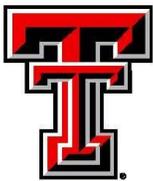


# Texas Tech University Office of Communications & Marketing Writers Style Guide

A comprehensive guide for content producers in the Office of Communications & Marketing to enhance writing skills and ensure continuity and clarity of message for Texas Tech University.



TEXAS TECH UNIVERSITY

Office of Communications & Marketing™

Chief Marketing & Communications Officer: Matt Dewey  
Managing Director: Chris Cook

## **Guidelines for Writers**

December 1, 2020

The student body at Texas Tech University is as diverse as it has ever been, with the university attaining Hispanic Serving Institution designation thanks to a Hispanic population that totals more than 25 percent of the overall student body.

Just as diverse as the student body is every other aspect of Texas Tech, from the colleges and departments of study to the buildings, student organizations and intricate details encompassing every square inch of the campus that makes it such a unique and rewarding place to study and work.

As content producers, we are tasked with telling the story of Texas Tech and its people – the faculty, staff, students, research endeavors, community engagement and so on. Doing so requires a great attention to detail, a task that can be daunting given all the various aspects of the university we encounter each day. In order to tell that story in as clear and concise a manner as possible, a clear set of writing style and grammatical guidelines is necessary. The Associated Press Stylebook is an excellent starting point and should be used in most instances, but it does not get into the intricate details of life on the Texas Tech campus.

Therefore, it became necessary to develop an enhanced stylebook specifically detailed for Texas Tech. Taking the old writing guidelines that were developed in 2008, this new stylebook expands on that writing guideline to hopefully give a clear idea of the styles content producers should use when referring to certain colleges, buildings, organizations and other facets of campus life.

This was a collaborative effort from the entire Office of Communications & Marketing with input from everyone who has written or uttered a word in telling the story of Texas Tech University and its people.

If, in your work, you discover some aspect of campus that was inadvertently omitted, please contact Chris Cook or George Watson.

We hope you find this style guide to be a useful tool that enhances your content, whether it is the written or spoken word or the wonderful graphic design work that is done by our staff.

Thanks,  
The Office of Communications & Marketing Staff  
Texas Tech University

# A

## **Academic classification**

Avoid capitalizing words that describe how a student is classified or a state of study – freshman, sophomore, junior, senior, graduate student, master’s student or doctoral student.

When referencing an individual in a doctoral program, use doctoral student to indicate an individual during the studies that leads to their degree. Use doctoral candidate for a student who has completed all coursework and comprehensive examinations and is working on a dissertation.

*Ex: Jane Doe entered Texas Tech as a sophomore thanks to her work in junior college.*

## **Academic degrees**

For faculty, degrees are not used after a person’s name. The person’s specialty should be stated in the first or second reference. Using the last name alone is acceptable after the first reference.

*Ex: Howard Smith will lecture to the class. Smith is an associate professor in the Department of English at Texas Tech University.*

Or

*Ex: Howard Smith, an associate professor in the Department of English at Texas Tech University, will lecture the class.*

Do not use the courtesy title Doctor or Dr. unless the person being identified holds a medical degree.

For undergraduate or graduate students, capitalize when the full degree designation is used after a person’s name. Do not capitalize when referring to the generic degree title.

Use abbreviations only when the need to identify several individuals by degree on first reference would make the preferred form cumbersome. Use abbreviations only after a full name, never after just a last name. When abbreviations are used, always

include periods and offset from the name by a comma.

*Ex: Joe Johnson earned his Bachelor of Science in Chemistry on Tuesday.*

Or

*Ex: Joe Johnson earned his bachelor’s degree on Tuesday.*

Or

*Ex: The lecture will be conducted by Joe Johnson, B.S.*

Academic degrees include:

- B.S.: Bachelor of Science
- B.A.: Bachelor of Arts
- B.B.A.: Bachelor of Business Administration
- M.S.: Master of Science
- M.A.: Master of Arts
- M.F.A: Master of Fine Arts
- M.D.: used for medical doctorate
- Ph.D.: used for academic doctorate
- J.D.: juris doctorate, used for those earning a law degree

The Texas Tech University Health Sciences Center and Angelo State University may have differing style requirements. The writer should follow the style used by that institution.

## **Agricultural Sciences & Natural Resources (College of)**

Part of the original four colleges at Texas Tech, the College of Agricultural Sciences & Natural Resources (CASNR) is one of the oldest and largest colleges at Texas Tech University. It has a total enrollment of more than 2,000 undergraduate and graduate students with 100 tenured/tenure-track faculty and a total endowment of more than \$61 million.

The college houses seven departments:

- Agricultural and Applied Economics
- Agricultural Education & Communications
- Animal & Food Science
- Landscape Architecture
- Plant and Soil Science
- Natural Resources Management
- Veterinary Sciences

**FIRST REFERENCE:** Always use the full name of the college and each subsequent department on first reference. When writing the college’s name, always use the ampersand (&); do not spell out ‘and.’ But use ‘and’ when referring to one of the specific departments. When referencing a

department for the first time, always use 'Department of' prior to the department.

SECOND REFERENCE: CASNR is an acceptable second reference to the college but use of the term should be very limited, mostly to research entities that have the term in their official name (i.e., CASNR Water Center). Similarly, limit abbreviations for the various departments.

### **Angelo State University**

Angelo State University is a component of the Texas Tech University System in San Angelo, Texas. It became a member of the TTU System in 2007. The university offers more than 100 majors and concentrations in six colleges:

- Archer College of Health and Human Services
- College of Arts and Humanities
- Norris Vincent College of Business
- College of Education
- College of Graduate Studies and Research
- College of Science and Engineering

FIRST REFERENCE: Use the full name, 'Angelo State University' on first reference.

SECOND REFERENCE: For all subsequent references, use 'Angelo State' or 'ASU.'

### **Arbor Day**

Sponsored by the Student Activities Board, Arbor Day is an annual event where students, faculty and staff help beautify the Texas Tech campus by planting flowers and other vegetation at various points on campus. The event also helps build a sense of community.

The tradition was created by former president Bradford Knapp in 1938, but was ended by 1948 for a lack of an adequate water supply. It was revived in the late 1990s by Chancellor John T. Montford and his wife, Debbie, who founded the Campus Beautification Program and the Public Art Program.

### **Architecture (College of)**

Originally established as a department within the College of Engineering in 1927, Architecture became its own college in 1996. It offers one bachelor's degree, two master's degrees and a doctorate degree as

well as a dual graduate/undergraduate degree program and the Curtis W. Clerkley Architecture Academy.

The Master of Architecture degree is accredited by the National Architectural Accrediting Board but the Bachelor of Science degree in Architecture is not.

FIRST REFERENCE: Use the full name, 'College of Architecture,' on first reference.

SECOND REFERENCE: 'CoA' is acceptable on all subsequent references.

### **Arts & Sciences (College of)**

Established in 1925 as one of the university's four original colleges, the College of Arts & Sciences is the largest college on the Texas Tech campus with more than 10,000 students pursuing degrees in 41 bachelor's, 34 master's and 14 doctoral degree programs.

The college houses 16 programs and majors:

- Biological Sciences
- Chemistry & Biochemistry
- Classical & Modern Languages & Literatures
- Economics
- English
- Environmental Toxicology (See TIEHH)
- General Studies
- Geosciences
- Kinesiology & Sport Management
- History
- Mathematics & Statistics
- Philosophy
- Physics & Astronomy
- Political Science
- Psychological Sciences
- Sociology, Anthropology & Social Work

FIRST REFERENCE: Always use the full name of the college and each subsequent department on first reference. When writing the college's name or the name of a department, always use the ampersand (&), do not spell out 'and.' When referencing a department for the first time, always use 'Department of' prior to the department.

SECOND REFERENCE: It is acceptable to use 'Arts & Sciences' on all subsequent references. Do not use the acronyms 'CAS,' 'A&S' or 'COA&S.'

# B

## **Bayer CropScience**

Bayer CropScience is one of the nation's leading agricultural innovation and research companies focused on sustaining high-quality food, animal feed and renewable raw materials for a growing world population.

The company has contributed significantly to research efforts at Texas Tech University and its College of Agricultural Sciences & Natural Resources.

In September of 2015, Bayer CropScience opened the Seeds Innovation Center, a \$16 million, 100,000-square-foot facility that hosts the company's global cotton business operations and facilities, including laboratories and a 50,000-square-foot greenhouse.

In October of 2015, the company contributed the lead gift to the new Bayer Plant Science Building, a \$14.3 million addition adjacent to the Goddard Wildlife Building that hosts the CASNR Department of Plant & Soil Sciences.

## **Board of Regents**

As directed by the Texas Legislature, the Texas Tech University System Board of Regents has the power and authority to govern, control and direct the policies of the TTU System. It is composed of nine members appointed by the governor of Texas who serve staggered, six-year terms, plus a student regent appointed by the governor to a one-year term.

The regents usually convene twice per semester and once during the summer.

FIRST REFERENCE: Use the phrase, 'Texas Tech University System Board of Regents.'

SECOND REFERENCE: 'Board of Regents' or 'regents' is acceptable on subsequent references.

## **Buildings**

At Texas Tech University, certain buildings are named after donors or people

who have been central to advancing the educational direction of the university.

### **Named Buildings**

- Bob L. Herd Petroleum Engineering Building
- Burkhart Center for Autism Education and Research
- Charles E. Maedgen Jr. Theatre (TCVPA)
- Doak Hall
- Drane Hall
- Frazier Alumni Pavilion
- Garrison Geriatric Education and Care Center
- Goddard Range & Wildlife Management (CASNR)
- Gordon W. Davis Meat Sciences Laboratory
- Kent R. Hance Chapel
- Hemmle Recital Hall (TCVPA)
- Holden Hall (Arts & Sciences)
- Lanier Professional Development Center (Law)
- Livermore Center (Engineering)
- Maddox Engineering Research Center (Engineering)
- Marsha Sharp Center for Student Athletes (Athletics)
- McKenzie-Merket Alumni Center
- Preston Smith Library
- Robert H. Ewalt Student Recreation Center
- Terry Fuller Petroleum Engineering Research Building (Engineering)
- Urbanovsky Park

### **Unnamed Buildings**

- Administration building
- Administrative Support Center
- Agricultural Education building
- Agricultural Pavilion
- Agricultural Sciences building
- Animal & Food Sciences building
- Art building
- Art 3D Annex
- Biology building
- Biology Greenhouse
- CASNR Annex
- Chemical Engineering building
- Chemistry building
- Civil Engineering building
- Classical & Modern Languages and Literatures building
- Computer Science building
- Creative Movement Studio
- Electrical and Computer Engineering building
- Engineering & Technology Lab
- Engineering Center
- English & Philosophy building
- Experimental Sciences building
- Experimental Sciences building II
- Fisheries & Wildlife Research building

- Food Technology building
- Greenhouse & Horticultural Garden
- Industrial, Manufacturing and Systems Engineering building
- International Cultural Center
- Kinesiology & Sport Management building
- Marsha Sharp Center for Student Athletics
- Mathematics & Statistics buildings
- Mechanical Engineering North building
- Mechanical Engineering South building
- Music building
- Psychology building
- Physics & Geosciences building
- Student Wellness Center
- Texas Tech Federal Credit Union
- Theatre & Dance Complex
- USDA Agricultural Research Service building
- Weeks Hall
- West Hall

### **Burkhart Center for Autism Education and Research**

Located within the College of Education, the Burkhart Center for Autism Education and Research opened in 2005 and is a comprehensive, life span center with the goal of increasing the quality of life for individuals with autism and their families through services, education and research.

It is the only comprehensive center in West Texas and one of the only university-affiliated autism centers in the country (and the only center in the state) to offer formal programs and services across the life span for individuals with autism.

The center partners with numerous individuals, corporations and service organizations to provide educational and research opportunities for people with autism, as well as their families and others who deal with autistic individuals.

The center includes:

**CASE (Connections for Academic Success and Employment)**, a fully inclusive program for college students with autism.

**The Transition Academy**, which helps adults aged 18 to 30 learn to live independently and secure employment.

**The Teacher Training Institute**, the only program in the country specifically

designed to train educational professionals from rural and underserved districts.

**FIRST REFERENCE:** Use the full name ‘Burkhart Center for Autism Education and Research.’

**SECOND REFERENCE:** ‘Burkhart Center’ is acceptable on all subsequent references.

## **C**

### **Carol of Lights®**

The Carol of Lights® is an annual ceremony between Thanksgiving and Christmas where the buildings around Memorial Circle, the Engineering Key and the campus’ Broadway entrance are lit up for the holiday season.

Sponsored by the Texas Tech Residence Hall Association, the event is attended by more than 20,000 students and local residents each year and is one of the school’s oldest and largest traditions, having been founded in the 1950s.

**ALL REFERENCES:** ‘Carol of Lights®,’ including the registered mark symbol, should be used on all references

**PREFERRED:** It is optional to include the year annual, but preferred, on first reference.

*Ex: The 60<sup>th</sup> Annual Carol of Lights® is a beautiful Texas Tech tradition.*

### **Centers and Institutes**

All colleges at Texas Tech University offer centers and institutes that conduct research and help students further and enhance their education. For information on each center, visit its website under the appropriate college.

#### **Architecture:**

- Architecture Research and Design Center
- Digital Design and Fabrication Shops

#### **Arts & Sciences:**

- Center for Chemical Biology
- Center for Environmental Radiation Studies
- Center for Geospatial Technology

- Center for Integration of STEM Education and Research (CISER)
- Center for Public Service
- Climate Center (see individual entry)
- College of Arts & Sciences Microscopy
- Institute for Forensic Science
- Institute for Peace & Conflict
- The Institute of Environmental & Human Health (TIEHH) (see individual entry)
- Institute for Studies in Pragmatism
- Medieval & Renaissance Studies Center
- National Wind Institute (see individual entry)
- Texas Tech Population Center

#### **CASNR:**

- CASNR Water Center
- Center for Agricultural Technology Transfer
- Fiber and Biopolymer Research Institute
- International Center for Food Industry Excellence
- Texas Cooperative Research Unit
- Thornton Agricultural Finance Institute

#### **Education:**

- Burkhart Center for Autism Education and Research (see individual entry)
- Center for Research in Leadership and Education (CRLE)
- Center for Integration of STEM Education and Research (CISER)
- Center for Innovation in E-Learning (CIEL)
- Doctoral Support Center
- Institute for Measurement, Methodology, Analysis and Policy (IMMAP)
- Virginia Murray Sowell Center for Research and Education in Sensory Disabilities
- The University-School Partnerships for the Renewal of Educational Preparation National Center (US PREP)

#### **Graduate School:**

- Graduate Center

#### **Human Sciences:**

- Addiction Recovery Research Cluster
- Center for Adolescent Resiliency
- Center for Collegiate Recovery Communities
- Center for Financial Responsibility
- Christine DeVitt and Helen DeVitt Jones Child Development Research Center
- Covenant BodyMind Initiative
- Curriculum Center for Family and Consumer Sciences
- Early Head Start
- Obesity Research Institute
- Red to Black-Student Financial Planning
- Texas Tech Neuroimaging Center
- Texas Wine Marketing Research Institute
- United Future Leaders

#### **Media & Communication:**

- Center for Communication Research
- Outpost Social Media Lab

- Thomas Jay Harris Institute for Hispanic and International Communication

#### **Rawls College of Business:**

- Career Management Center
- Center for Global Engagement
- Georgie G. Snyder Center for Business Communication

#### **School of Law:**

- Center for Biodefense, Law and Public Policy
- Center for Military Law and Policy
- Center for Water Law and Policy

#### **J.T. & Margaret Talkington College of**

#### **Visual & Performing Arts:**

##### **School of Art**

- Landmark Arts gallery
- Satellite gallery (SoA downtown gallery)

##### **School of Music**

- Concert Band
- Court Jesters
- Ensembles
- Goin' Band from Raiderland
- The Lubbock Chorale
- Matador Singers
- Opera Theatre
- String Orchestra
- Symphonic Band
- Symphonic Wind Ensemble
- University Bands
- University Choir
- University Orchestra
- University Singers
- Vernacular Music Center
- Women's Choral

##### **School of Theatre & Dance**

- BurkTech Players
- WildWind Performance Lab

#### **Whitacre College of Engineering:**

- Center for Multidisciplinary Research in Transportation
- Center for Nanophotonics
- Center for Pulsed Power and Power Electronics
- Materials Characterization Center
- Murdough Center for Engineering Professionalism/National Institute for Engineering Ethics
- Nano Tech Center
- National Wind Institute (see individual entry)
- Water Resources Center

#### **Other Centers:**

- Center for Transformative Undergraduate Experiences (TrUE) (see individual entry)
- Center for Campus Life
- Free Market Institute (see individual entry)
- Osher Lifelong Learning Institute

- Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) Resource Center
- Teaching, Learning & Professional Development Center

### **Chairman/Chairwoman**

A chairman or chairwoman is the person in charge of an individual department within a college or school.

Do not use chairperson, chair or co-chair unless it is an organization's formal title for an office.

For uses, see **Institutional Titles**

### **Chancellor**

The chancellor of the Texas Tech University System is Dr. Tedd L Mitchell.

For uses of this title, see **Institutional Titles**

### **Climate Center**

The Climate Center, formerly known as the Climate Science Center, is a collection of researchers from across numerous disciplines who conduct research to address the effects of climate variability across a full array of landscapes within the South Central United States. The center uses science, tools and information to link current conditions with regional climate projections to examine real-world decision making and planning to be used to anticipate, monitor and adapt to projected climate change.

The CSC is part of the South Central Climate Science Center, a part of a network of eight regional CSCs supported by numerous universities and organizations across the South Central U.S.

The areas of expertise among members of the CSC include agriculture, native wildlife, renewable energy, health, air pollution, human migration and water policy.

### **Colleges and Schools**

Texas Tech University consists of 12 colleges:

- College of Agricultural Sciences & Natural Resources
- College of Architecture
- College of Arts & Sciences
- Jerry S. Rawls College of Business

- College of Education
- Edward E. Whitacre Jr. College of Engineering
- Graduate School
- Honors College
- College of Human Sciences
- College of Media & Communication
- J.T. & Margaret Talkington College of Visual & Performing Arts
- School of Law

**FIRST REFERENCE:** Always use the full name of the college on the first reference, especially those that have a proper name attached to them.

For information on each college and style guides for each, see each college's individual entry.

### **Communications & Marketing (Office of)**

The Office of Communications & Marketing is the official news source and marketing source for Texas Tech University.

The communications office compiles news releases, media advisories and expert pitches highlighting the work of Texas Tech faculty, staff and students. The office also creates feature stories both in written and video and photographic form that helps tell these stories. The office also assists media who wish to speak to experts from Texas Tech on a variety of subjects.

The marketing office creates strategies for both the university and individual colleges and departments that highlights their work through advertising and promotional items. The marketing office is responsible for establishing the university's identity guidelines to bring consistency and greater visibility to the office and university, and it also develops the various logos and regulates how they are used.

The Office of Communications & Marketing is not affiliated with the College of Media & Communication.

**FIRST REFERENCE:** Use the full name of the office, 'Office of Communications & Marketing,' on first reference.

**SECOND REFERENCE:** 'Communications & Marketing' is acceptable on all subsequent references.

### **Courtesy Titles**

Courtesy titles such as ‘Mr.,’ ‘Mrs.,’ ‘Miss,’ and ‘Ms.’ are social titles and should be avoided. Do not use the courtesy title Doctor or Dr. unless the person being identified holds a medical degree.

On second reference, refer to people by their last name only. Avoiding social titles can help lessen the chances of sexism in writing.

### **Chief Compliance and Security Office**

The Compliance and Security Office under the Office of the President of Texas Tech University is responsible for assisting and advising the president and university community, coordinating institutional compliance activities, oversight of campus security and emergency management activities and coordinating the President’s Government and Public Service Internship Program.

## **D**

### **Dairy Barn**

One of the most iconic and recognizable buildings on the Texas Tech campus, the Dairy Barn was constructed in 1926 and allowed students to bring up to three cows of their own to be housed in the barn, which included milking facilities a calving stall, feeding rooms, a chiller and an office. This led to the formation of the Student Dairy Association business and the Dairy Manufacturing Department that furnished milk and ice cream to the university and Lubbock community.

Over time, a fire, abandonment and years of neglect threatened demolition of the building. After being vacant for more than 50 years, however, Texas Tech administrators approved \$2.6 million for the Dairy Barn Renovation project that will turn the historic landmark into a usable space complete with plans for collaborative space on the first floor and a multi-purpose loft space on the second floor.

### **Dean**

A dean is the person in charge of an individual college or school.

For uses, see **Institutional Titles**

### **Dean of Students**

Under the Division of Undergraduate Education & Student Affairs, the Office of the Dean of Students focuses on non-academic issues affecting student life, success and learning. That is accomplished through several departments:

- Behavioral Intervention Team
- Center for Campus Life
- Office of Student Conduct
- Risk Intervention & Safety Education (RISE)
- Student Counseling Center

Matthew Gregory is the Texas Tech University Dean of Students.

### **Degrees**

See **Academic Degrees**

### **Departments and Concentrations**

For departments within a certain college, see that college’s individual entry.

Other Departments:

**University Studies** allows students the opportunity to earn a degree through a flexible learning experience in a variety of academic subjects. Students in University Studies can choose areas of study in numerous subjects with other colleges and can earn bachelor’s degrees in Applied Arts & Sciences.

**General Studies** is an interdisciplinary bachelor’s degree offered in the College of Arts & Sciences not based on a specific major or minor but rather courses from three areas of study from established minors that offers students a well-rounded educational experience.

### **Double T**

The Double T is the official logo of Texas Tech University and is copyrighted by the university.

Use of the Double T must reflect positively on the university and must be reproduced accurately by a licensed vendor

of Texas Tech. Approval from the Director of Licensing is required. Management and licensing use of these trademarked identities resides within the athletic department and is in partnership with the Collegiate Licensing Company.

## E

### **Education (College of)**

The College of Education is home to more than 1,900 students seeking degrees in two bachelor's, seven master's and eight doctoral programs. The college is accredited by nine different accrediting agencies.

Undergraduate degrees are offered in two areas:

- Multidisciplinary Sciences
- Multidisciplinary Studies

Graduate and doctoral degrees are offered in two departments:

- Curriculum & Instruction
- Educational Psychology & Leadership

Two types of non-degree programs are offered in the college.

- Professional certification: necessary to be licensed and/or practice at an advanced level in chosen career
- Graduate certificates: provide an additional credential in field of study but do not necessarily lead to licensure. Graduate certificates can also be used as an introduction into a chosen master's degree program.

**FIRST REFERENCE:** Always use the full name of the college and each subsequent department on first reference.

**SECOND REFERENCE:** It is acceptable to use 'Education' on all subsequent references. Do not use abbreviation 'COE.'

### **eLearning & Academic Partnerships Marketing & Communications**

Elearning refers to academic degree programs that occur off campus or by the internet. The first authorization to deliver instruction away from the main campus was granted in 1971, and the use of video tape technology for a Master of Engineering was authorized in 1993. The first official

Distance Learning program, the Master of Education in Educational Technology, was approved in 1996.

Texas Tech now has the following regional educational sites:

- Texas Tech University at Collin
- Texas Tech University at El Paso
- Texas Tech University at Fredericksburg
- Texas Tech University at Highland Lakes
- Texas Tech University at Hillsboro
- Texas Tech University at Junction
- Texas Tech University at Waco

### **Engineering (College of)**

The College of Engineering is one of the four original colleges established by Texas Tech University in 1925.

It was named the Edward E. Whitacre Jr. College of Engineering in 2008 after a \$25 million gift from AT&T, where Whitacre, who earned his bachelor's degree in industrial engineering from Texas Tech in 1964, served as chairman, chief executive officer and president for 17 years until his retirement in 2007. He also served as chairman and CEO of General Motors Company (GM) from 2009 to 2010.

The college educates more than 6,400 undergraduate, graduate and pre-engineering students, offering bachelor's, master's and doctorate degrees as well as graduate certification in 18 programs of study covering seven departments:

- Chemical Engineering
- Civil, Environmental and Construction Engineering
- Computer Science
- Electrical and Computer Engineering
- Industrial, Manufacturing and Systems Engineering
- Mechanical Engineering
- Bob L. Herd Department of Petroleum Engineering

**FIRST REFERENCE:** Always use the full name of the college and each subsequent department on first reference. When referencing a department for the first time, always use 'Department of' prior to the department. With Petroleum Engineering, use 'Bob L. Herd Department of ...'.

**SECOND REFERENCE:** It is acceptable to use 'Engineering' on all subsequent references. It is unnecessary to use

‘Department of ...’ on second reference for the individual departments in the college. Do not use the abbreviation ‘COE.’

### **Engineering Key**

The Engineering Key is a section of campus of Texas Tech University where the majority of buildings that house the various departments within the Edward E. Whitacre Jr. College of Engineering. It is formed on both sides of a long roadway adjacent to Memorial Circle, giving the section the shape of a key.

### **Equal Employment Opportunity (Office of)**

The Office of Equal Employment Opportunity is charged with upholding anti-discrimination and anti-retaliation policies that ensures employees and applicants of the Texas Tech University System are treated fairly, equally and respectfully.

Each component institution of the Texas Tech University System has its own Equal Employment Opportunity office.

The office handles employee complaints of unlawful discrimination and harassment, including sexual harassment, and responds on behalf of the Texas Tech University System to complaints filed with external civil rights agencies. It also is a resource for administrators and managers regarding personnel issues, monitors compliance with equal employment opportunity laws and regulations and maintains Affirmative Action Plans.

## **F**

### **Facilities, Planning & Construction (Office of)**

The Office of Facilities, Planning & Construction is under the purview of the Texas Tech University System and is responsible for campus master planning, campus art, project updates and vendor information for all components of the TTU System. The office manages construction and renovation projects as well as facility

and land development for all four components.

**FIRST REFERENCE:** Use the office’s full name, ‘Office of Facilities, Planning & Construction.’

**SECOND REFERENCE:** The acronym ‘FP&C’ is acceptable on all subsequent references. Do not use ‘facilities.’

### **Faculty/Staff**

Faculty and staff are collective nouns that may be used in the singular or in the plural. In either case, the antecedent should agree.

**Faculty** refers to employees of Texas Tech University who serve in teaching or research roles.

**Staff** refers to employees of Texas Tech University who serve in support or non-academic roles.

### **Fraternities and Sororities (Greek Life)**

Under the Center for Campus Life, Texas Tech offers students the opportunity to experience Greek life through numerous fraternities and sororities.

There are four Fraternity and Sorority Life Councils, or governing bodies representing national fraternities:

- Interfraternity Council
- Multicultural Greek Council
- National Pan-Hellenic Council
- Panhellenic Council

Follow each council’s specific guidelines on how to refer to their respective organizations.

### **Free Market Institute**

The Free Market Institute (FMI) conducts teaching and research related to the free enterprise system by promoting scholarship across disciplinary boundaries and providing a forum for discussion and debate across all aspects of the free market.

The FMI Board of Directors is composed of academics and researchers at both Texas Tech and other universities across the United States. The FMI attempts to develop a comprehensive effort to understand and explain the societal benefits of market exchange, entrepreneurship and innovation.

**Free Speech Area**  
See **SUB West Plaza**

# G

## **GEAR**

Get Excited About Robotics (GEAR) is a program in the Edward E. Whitacre Jr. College of Engineering that provides a hands-on LEGO robotics challenge to area elementary and middle school students in an effort to increase interest in science, technology, engineering and mathematics (STEM) disciplines. Undergraduate engineering students also serve as mentors to the students to improve their education and increase retention rates.

The annual Texas Tech University GEAR competition is held annually during the spring and is open to students in kindergarten through eighth grade from all schools or after-school clubs sponsored by a teacher or coach.

**FIRST REFERENCE:** Use the full name, 'Get Excited About Robotics.'

**SECOND REFERENCE:** It is acceptable to use the acronym, GEAR, on subsequent references.

## **General Counsel (Office of)**

The Office of General Counsel in the Texas Tech University System provides legal services, advice and representation for the TTU System and each of its four components. The services provided cover a broad spectrum of issues affecting the entire TTU System, its students and employees.

## **General Studies, University Studies**

General Studies is a 120-hour interdisciplinary bachelor's degree plan in the College of Arts & Sciences not based on a specific major or minor. It consists of courses from three areas of study from established minors.

University Studies is a program that engages students in a highly recognizable, valued and flexible learning experience designed to advance their academic and community knowledge engagement.

Students develop into highly skilled, civically minded learners who are engaged globally.

## **Goin' Band from Raiderland**

The Goin' Band from Raiderland is the official name of the Texas Tech marching band. Established in 1925, it is the oldest student organization on campus with more than 400 members. Membership is open to all students regardless of major.

The band includes the 10-member Texas Tech Twirlers team

**FIRST REFERENCE:** Use the full name, 'Goin' Band from Raiderland.'

**SECOND REFERENCE:** 'Goin' Band' is acceptable on all subsequent references.

## **Governmental Relations (Office of)**

The Office of Governmental Relations in the Texas Tech University System is responsible for representing the system and its component institutions at the various levels of government, both state and federal. It acts as a liaison between the system and elected officials and is responsible for supporting each university's initiatives and efforts locally and in Austin and Washington, D.C.

The office ensures adequate representation on the state level and increases awareness of each university's academic and research programs while monitoring state legislation and garnering public and governmental support necessary to the operation of the TTU System.

## **Graduate Center**

The Graduate Center at Texas Tech University supports graduate students and postdoctoral fellows at Texas Tech through professional and career development and non-academic activities. The center hosts numerous academic support services, including the Graduate Student Writing Center, as well as providing a range of facilities, including a computer lab, meeting space, networking, leisure and work spaces.

The Graduate Center is open 24 hours per day, seven days per week, 365 days per year.

The Graduate Center is separate from the Graduate School.

### **Graduate School**

The Graduate School at Texas Tech helps foster graduate education covering 60 doctoral degrees, more than 100 master's degrees and more than 60 graduate certification programs.

The Graduate School is separate from the Graduate Center.

**FIRST REFERENCE:** Always use the full name of the school and each subsequent department on first reference. However, 'The' is not an official part of the name so it does not always have to be capitalized, just in instances dictated by normal grammar.

**SECOND REFERENCE:** 'Graduate School' is acceptable on second reference. Do not abbreviate (GS).

### **Grants**

Researchers at Texas Tech receive funding for their work from a variety of sources. The two most common, and most prestigious, come from two sources.

**National Institutes of Health (NIH)** is the largest public funding source for biomedical research in the world, contributing more than \$32 billion each year for work that enhances life and reduces illness and disability.

**National Science Foundation (NSF)** funds research and education mostly in science and engineering, funding approximately 11,000 research, education and training projects each year. The NSF accounts for about one-fourth of the federal support for basic research received by academic institutions.

**FIRST REFERENCE:** Always spell out the full name of the granting entity on first reference, placing the abbreviation in parentheses immediately afterward.

**SECOND REFERENCE:** It is acceptable to use the granting foundation's abbreviation on all subsequent references.

# H

### **High Riders**

The High Riders is a women's spirit organization that supports women's athletics. It was created in 1976.

Members of the High Riders are responsible for ringing the Victory Bells after all women's athletic victories as well as taking part in parades and other campus events.

### **Honors College**

The Honors College was formed in 1999 with the goal of providing an enriching learning experience for undergraduate students representing a variety of majors from programs across the campus. It was originally formed in the 1960s as the Honors Program within the College of Arts & Sciences before moving to the purview of the Office of the Provost in 1993.

In addition to enhancing undergraduate coursework, the Honors College also supports undergraduate research through various programs, scholarship and activities.

**FIRST REFERENCE:** Always use the full name of the college and each subsequent department on first reference. Do not use 'College of Honors' or 'College of Honors College.'

**SECOND REFERENCE:** It is acceptable to use 'Honors College' on all subsequent references. Do not use 'HC.'

### **Horn Professor**

See **Institutional Titles**

### **Human Sciences (College of)**

The College of Human Sciences offers education in programs related to social science, business, design, education and nutritional sciences focused on individuals, families and their environment to improve and enhance the human condition.

The college is composed of seven majors and departments:

- Community, Family & Addiction Sciences
- Department of Design
- Family & Consumer Sciences Education

- Hospitality & Retail Management
- Human Development & Family Sciences
- Nutritional Sciences
- Personal Financial Planning

**FIRST REFERENCE:** Always use the full name of the college and each subsequent department on first reference. When referencing a department for the first time, always use ‘Department of’ prior to the department.

**SECOND REFERENCE:** It is acceptable to use ‘Human Sciences’ on all subsequent references. Do not use the abbreviation ‘COHS.’



### **Information Technology Division**

The Information Technology Division is responsible for development and maintaining reliable, contemporary and integrated technology to enable teaching, learning, research and service. It is responsible for all internet access, availability and tools used by faculty, staff and students at Texas Tech as well as facilities, communication services, technology operations and systems management.

**FIRST REFERENCE:** Use the full name, ‘Information Technology Division.’

**SECOND REFERENCE:** For all other references, it is acceptable to use the term ‘IT.’

### **Innovation Hub at Research Park**

The Innovation Hub at Research Park was created to foster innovation and entrepreneurialism at both Texas Tech and in the community. Established in 2015, the Hub has established numerous programs that support creative innovation, research commercialization and start-up development.

The Hub is located on Fourth Street between Quaker Avenue and Texas Tech Parkway, just northwest of University Medical Center.

**FIRST REFERENCE:** Use ‘The Innovation Hub at Research Park’ on first reference.

**SECOND REFERENCE:** Use of ‘the Hub’ is acceptable on second reference, but do not abbreviate.

### **Institute for Peace & Conflict**

The Institute for Peace & Conflict (IPAC) was created to enhance research, scholarship and classroom teaching with regards to war and society, global peace, conflict resolution and society’s response to it.

IPAC was created from the convergence of the Vietnam Center & Archive, the graduate certificate in strategic studies, the Army and Air Force ROTC programs and the Archive of Modern American Warfare.

The Vietnam Center and Archive contains two separate entities – the Vietnam Center and the Sam Johnson Vietnam Archive, named after a U.S. Congressman who helped secure the federal funding to support the Vietnam Center and Archive.

**FIRST REFERENCE:** Use the full name of ‘The Institute for Peace and Conflict’ on first reference. Use ‘Vietnam Center and Sam Johnson Archive’ on first reference. When referring to the archive specifically, it should be the ‘Sam Johnson Vietnam Archive.’

**SECOND REFERNECE:** It is acceptable to use ‘IPAC’ on second reference for the institute. It is acceptable to use ‘Vietnam Center’ and ‘Vietnam Archive’ on second reference.

### **Institutional Advancement**

Institutional Advancement serves as the fundraising mechanism for the Texas Tech University System. It encourages contributions and raising money for student scholarships, faculty support and research.

### **Institutional Diversity, Equity & Inclusion (Division of)**

The Texas Tech Division of Diversity, Equity & Inclusion works to prepare ethical leaders for a diverse, globally competitive workforce. The division fosters

collaborative partnerships between faculty and staff, community organizations and students through programs, activities and events that help students develop skills, creativity, personal excellence and social awareness.

Divisional Units that help in that endeavor include:

- IDEAL
- Mentor Tech (see individual entry)
- Military & Veterans Programs
- Office of Academic Enrichment
- First Generation Transition & Mentoring Programs
- Dream Resource Center
- TRIO
- Texas Tech Chess Program
- University Interscholastic League
- Upward Bound
- Office of Community Engagement
- Office of LGBTQIA

**FIRST REFERENCE:** Use the full name of the division on first reference.

**SECOND REFERENCE:** It is acceptable to refer to ‘the division’ or ‘DDEI’ on subsequent references. Do not use any acronym to refer to the division.

### **Institutional Research (Office of)**

The Office of Institutional Research assists the university, its partners and stakeholders in institutional planning and decision making by compiling, analyzing and providing relevant data that goes into making strategic decisions on initiatives and promoting accountability.

**FIRST REFERENCE:** Use the full name of the office on first reference.

**SECOND REFERENCE:** It is acceptable to use ‘Institutional Research’ on subsequent references. Do not use any acronym to refer to the division.

### **Institutional Titles**

A formal title is capitalized when it precedes a name, but is not capitalized when it follows a name.

*Ex: President Lawrence Schovanec  
Dean Al Sacco Jr.  
Chairwoman Michelle Pantoya  
Interim Chairman Scott Burris*

But

*Ex: Lawrence Schovanec, president  
Al Sacco Jr., dean  
Michelle Pantoya, chairwoman  
Scott Burris, interim chairman*

For honorary titles, such as the last name preceding professor, use the last name only and capitalize both the name and the title.

*Ex: Horn Professor*

Not

*Ex: Paul Whitfield/Paul W. Horn  
Professor*

### **International Affairs (Office of)**

The Office of International Affairs (OIA) is responsible for expanding Texas Tech’s global footprint through international education, scholarship and engagement and by helping integrate international students, faculty and staff into the scholastic community.

This is done through several departments:

- Administration and Finance
- International Grants and Partnerships
- International Enrollment Development and Operations
- International Research and Development
- International Student and Scholar Services
- International Relations
- Study Abroad

**FIRST REFERENCE:** Use the full name of the office on first reference.

**SECOND REFERENCE:** It is acceptable to use the acronym ‘OIA’ on subsequent references.

### **Italicization**

Occasionally, writers will come across references in research stories, particularly dealing in biological areas, where researchers use Latin terms to describe plants, animals, microbial beings or terms involving the law.

In these instances, it is OK to use italics when describing these instances.

*Ex: Salmonella, e.coli*

# J

## **Judging and Competitive Teams**

The Texas Tech Livestock, Meat and Wool Judging Teams from the Department of Animal & Food Sciences in the College of Agricultural Sciences & Natural Resources (CASNR) are some of the most successful student competitive teams on campus. Both the livestock and meat judging teams are annually favorites to win national championships.

The Livestock Judging Team, composed of mostly juniors and seniors interested in advancing their knowledge of the livestock industry, is open to students of all majors. It participates in numerous competitions throughout the fall and spring semesters, culminating with the National Collegiate Livestock Judging Contest in Louisville, Kentucky each November. The Livestock Judging Team owns nine national titles (1934, 1953, 1985, 2007, 2008, 2009, 2011, 2015, 2016).

The Meat Judging Team, composed of mostly sophomores and juniors interested in advancing their knowledge of the meat industry, is open to students of all majors. It participates in numerous competitions throughout the fall and spring semesters, culminating with the American Meat Science Association (AMSA) International Meat Judging Contest in Dakota City, Nebraska each November. The Meat Judging Team owns 13 national titles (1989, 1991, 1996, 19976, 1999, 2003, 2008, 2009, 2011, 2012, 2013, 2015 and 2017).

In the spring of 2019, the meat judging team competed in and won a world championship at the Australian Intercollegiate Meat Judging Contest.

Head coaches Ryan Rathman (livestock) and Mark Miller (meat) are two of the winningest judging team coaches in history.

The Wool Judging Team, composed of mostly freshmen, is open to students of all majors. It participates in numerous competitions throughout the spring

semester. The Wool Judging Team owns two national titles (1986, 2013).

Other judging and competitive teams within CASNR include horse judging, equestrian, food technology, meat science quiz bowl, ranch horse and rodeo. For more information, visit the judging and competitive teams' website.

**FIRST REFERENCE:** Use the full name, depending on the team, 'Texas Tech University (Livestock/Meat/Wool) Judging Team.'

**SECOND REFERENCE:** Capitalize on second reference, '(Livestock/Meat/Wool) Judging Team.'

# L

## **Library**

See **University Libraries**

## **Law (School of)**

The Texas Tech University School of Law opened in 1967. It was granted accreditation by the Supreme Court of Texas in 1968 and American Bar Association accreditation in 1970. The school offers 10 dual-degree programs.

**FIRST REFERENCE:** Use 'School of Law' on first reference.

**SECOND REFERENCE:** Use of 'law school' is acceptable, but do not capitalize. Do not abbreviate 'SOL.'

# M

## **Masked Rider**

The Masked Rider is the official mascot of Texas Tech represented by a masked student riding, traditionally, a black horse. The Masked Rider, in addition to making numerous public relations appearances, leads the Texas Tech football team onto the field at all home games.

The mascot's first appearance came in 1936 as a prank, leading the team onto the field. It didn't become a tradition until 1954

when the horse and rider led the Red Raiders onto the field prior to the Gator Bowl.

The first female Masked Rider, Anne Lynch, was selected in 1974.

Those wishing to serve as a Masked Rider must submit an application, score a minimum of 80 percent on a written horsemanship test and an equestrian skills test and pass a truck-and-trailer driving test just to reach the interview stage. Masked Riders are then chosen by a committee of faculty, students and one former student.

Each spring, a new Masked Rider is chosen and a ceremony called the 'Transfer of Reins' is held where the previous Masked Rider presents the traditional mask and cape to the one who will serve as Masked Rider for the upcoming academic year.

### **Media & Communication (College of)**

The College of Media & Communication offers undergraduate degrees in seven different disciplines.

- Advertising
- Communication Studies
- Creative Media Industries
- Digital Media & Professional Communications
- Journalism
- Media Strategies
- Public Relations

The college also offers three master's degrees, including an online Master of Arts program, as well as a doctorate in Media & Communication. Both undergraduate and graduate certificates in a number of disciplines are available.

Note: The Office of Communications & Marketing is not affiliated with the College of Media & Communication.

**FIRST REFERENCE:** Always use the full name of the college and each subsequent department on first reference. When referencing a department for the first time, always use 'Department of' prior to the department.

**SECOND REFERENCE:** It is acceptable to use 'Media & Communication' on all subsequent references. Do not use the abbreviation CoMC or 'Media & Comm.'

### **Memorial Circle/Pfluger Fountain**

Originally dedicated to honor World War II veterans, Memorial Circle now commemorates current students who have lost their lives. It is a central hub of the university with thousands of students passing through each day and is located off the Broadway entrance to the campus.

The Student Senate passed a resolution in 2001 that students should not walk on the grass in Memorial Circle to respect Red Raider veterans of all wars.

In 2002, thanks to a generous gift from the Pfluger family of San Angelo, a fountain was added to Memorial Circle.

### **Mentor Tech**

The Lauro Cavazos & Ophelia Powell-Malone Mentoring Program helps enhance the educational experience for students from underrepresented groups through programming, services, advocacy and involvement in campus and community activities.

Faculty and staff mentoring and peer-group networking seeks to improve retention and graduation rates of all students at Texas Tech with a specific focus on minority and underrepresented groups.

It is named after Lauro Cavazos, the first undergraduate to serve as president of Texas Tech, and Ophelia Powell-Malone, the first African-American undergraduate at Texas Tech.

The program is housed under the Division of Institutional Diversity, Equity & Inclusion.

**FIRST REFERENCE:** Refer to the full name of the program on first reference with Mentor Tech in parenthesis.

**SECOND REFERENCE:** Use Mentor Tech on all subsequent references.

### **Museum of Texas Tech University**

An educational and research asset for Texas Tech University, the Museum of Texas Tech University houses numerous collections covering a wide range of interests, including anthropology, fine arts, clothing and textiles, history, natural sciences and paleontology. A total of more

than 7 million objects are displayed through exhibitions and public programming.

Founded in 1929 as the West Texas Museum, the museum is a nonprofit institution and admission to the museum is free and open to the public. It has been accredited by the American Alliance of Museums since 1990.

The museum is located on Indiana Avenue north of the Marsha Sharp Freeway and east of University Medical Center.

**FIRST REFERENCE:** Use the full name of the museum on first reference.

**SECOND REFERENCE:** ‘The museum’ or ‘Museum of Texas Tech’ are acceptable on subsequent references.

## N

### **National Ranching Heritage Center**

The National Ranching Heritage Center preserves and interprets the history of ranching in North America while addressing contemporary ranching issues through exhibits and programs highlighting all aspects of ranching throughout the years.

The NRHC consists of a 44,000-square-foot museum with seven galleries featuring permanent and temporary art exhibits, photography and ranching artifacts, 42 life-size bronze outdoor art pieces and a 19-acre historical park featuring 49 historic structures arranged chronologically to display the evolution of ranch life from the late 1700s through the mid-1990s. Of the 49 structures, 33 are between 100 and 177 years old.

**FIRST REFERENCE:** Use the full name of the center on first reference.

**SECOND REFERENCE:** Use the acronym NRHC or ‘the Ranching Heritage Center’ on subsequent references.

### **National Wind Institute**

The National Wind Institute is one of the world’s leading research entities in wind damage mitigation and wind energy. It was established in 2012 from a convergence of the Institute for Disaster Relief (WiSE) and the Texas Wind Energy Institute as a central

location for interdisciplinary and transdisciplinary research, commercialization and education related to wind science, wind energy, wind engineering and wind hazard mitigation for faculty, affiliates, students and external partners.

In 2003, Texas Tech began offering the first interdisciplinary doctoral program dedicated to wind science and wind engineering. A graduate certificate in wind energy was established in 2009 and a bachelor’s degree in wind energy was launched in 2011

With the help of what is now known as the NWI and researcher Kishor Mehta, the Enhanced Fujita Scale (EF) was developed, updating the original Fujita Scale developed in 1971, to measure the impact of tornadoes by how much damage is caused. The National Weather Service implemented the EF-scale to its rating system in 2007.

As part of the NWI, the **Debris Impact Facility** conducts accredited testing of storm shelters, safe rooms, commercial and residential doors, windows and other components in an effort to promote public safety and welfare and help prevent deaths and property losses incurred during extreme wind events such as tornadoes and hurricanes.

### **Natural Science Research Laboratory**

A division of the Museum of Texas Tech University, the Natural Science Research Laboratory (NSRL) is dedicated to the preservation of the natural heritage of the planet for educational and research purposes through innovative methodologies used in biological collections and data management.

The laboratory collects, researchers and disseminates information about natural and cultural heritage of local and related regions. The NSRL uses classroom instruction, internships, practicums and fieldwork, along with the efforts of the museum, to provide a theoretical and practical education.

**FIRST REFERENCE:** Use the full name, ‘Natural Science Research Laboratory.’

SECOND REFERENCE: The acronym 'NSRL' is acceptable on all subsequent references.

## O

### **Osher Lifelong Learning Institute**

The Osher Lifelong Learning Institute is an educational program under the Office of the Provost that provides non-credit learning and cultural opportunities for its members both at Texas Tech Universities and at its campuses in Fredericksburg, Junction and Marble Falls.

Supported by membership dues, class fees, donations, support from the university and the Texas Tech Alumni Association and an endowment from the Bernard Osher Foundation, the institute offers adults age 50 and older a variety of learning experiences in subjects such as cooking, religion, art, economics, photography, philosophy, music and many more.

Yearly dues for the Lubbock/South Plains OLLI are \$35.

FIRST REFERENCE: Use the full name of the institute, 'Osher Lifelong Learning Institute.'

SECOND REFERENCE: Use of the acronym 'OLLI' is acceptable on all subsequent references.

## P

### **Police**

The Texas Tech Police Department is a fully accredited law enforcement agency responsible for the safety and security of all properties, students and employees of Texas Tech University while on campus. The jurisdiction of the department covers all property owned, leased, rented or under the control of the Board of Regents of the Texas Tech University System.

The Texas Tech Police not only patrol both the main campus and the Texas Tech University Health Sciences Center campus but also investigate all crimes that occur on

campus. The department employs more than 140 individuals.

FIRST REFERENCE: Use 'Texas Tech Police Department' on first reference.

SECOND REFERENCE: Use 'Texas Tech Police' on all subsequent references.

### **President**

The president of Texas Tech University is Lawrence Schovanec.

For uses of this title, see **Institutional Titles**

### **Presidential Lecture & Performance Series**

Under the Office of the President, the Presidential Lecture & Performance Series brings engaging entertainment and learning opportunities to Texas Tech University and the community. Performances can range from classical music to modern dance performances and thought-provoking lectures by authors, poets and other well-known figures.

The series supports the university's strategic plan through promotion of student success through inclusive access, transformative experiences, innovative research and creative activities with the hope of enriching society and quality of life.

FIRST REFERENCE: Use 'Presidential Lecture & Performance Series' on all references. Do not use the acronym 'PLPS.'

### **Professor**

When 'professor' follows a proper name, it is preceded by the appropriate rank (see below). Use the following descriptions when referring to a faculty member:

- Professor
- Assistant Professor
- Associate Professor
- Instructor
- Lecturer

For uses, see **Academic Degrees**

### **Provost**

The provost of Texas Tech University is Michael Galyean.

The provost is the chief academic officer for the university and is responsible for the

creation and implementation of the academic priorities for the university and allocation of resources to support those priorities.

Also under the provost banner is the Texas Tech University Press, the book publishing entity of Texas Tech University. TTU Press enhances knowledge and preserves research and scholarship through the publishing of books and journals. The Texas Tech University Press publishes up to 30 new works each year and has approximately 450 titles in print.

For more, see **Institutional Titles**

## R

### **R-number**

The R-number, also known as the Texas Tech ID number, is the identification assigned to all students, faculty and staff of the Texas Tech University System. It is used to access vital personal information such as timesheets, leave reports, leave balances and payment information.

The R-number is an eight-digit code. It is written as: "Rxxxxxxx." It should NEVER be shared with anyone except when filling out official university forms or when asked while accessing official university web pages.

For more information about the R-number visit the university's ID website.

### **Raider Red**

Raider Red is the costumed mascot for Texas Tech. It was created after the Southwest Conference instilled a rule preventing teams from bringing live mascots to out-of-town games.

Saddle Tramps member Jim Gaspard created Raider Red based on drawings from famed local cartoonist Dirk West.

Only members of the male spirit organization Saddle Tramps and the female spirit organization High Riders are allowed to serve as Raider Red, and the identity of that person is kept secret from the public and the Texas Tech community.

Each spring, a ceremony is held known as the 'Passing of the Guns' where the Saddle Tramps and/or High Riders members who served as Raider Red are revealed and new individuals serving as Raider Red are presented to the Texas Tech community.

### **Rawls College of Business (Jerry S.)**

The College of Business Administration was founded in 1942 and renamed the Jerry S. Rawls College of Business after a \$25 million donation to the college in 2000. The college and its programs consistently earn a variety of rankings, putting the college among the best in the nation. It boasts more than 4,000 undergraduate and more than 700 master's and doctoral students.

The college offers degrees in six academic areas:

- Accounting
- Energy, Economics and Law
- Finance
- Information Systems and Quantitative Sciences
- Management
- Marketing and Supply Chain Management

**FIRST REFERENCE:** Always use the full name of the college, 'Jerry S. Rawls College of Business,' and each subsequent department on first reference. When referencing an area for the first time, it is not necessary to refer to them as departments.

**SECOND REFERENCE:** It is acceptable to use 'Rawls College of Business' or 'Rawls College' on all subsequent references, but be consistent throughout the release on how it is used. Do not use the abbreviation RCOB.

### **Research & Innovation (Office of)**

Formerly known as the Office of Vice President for Research, the Office of Research and Innovation at Texas Tech University is responsible for facilitating research, scholarship and creative activities to promote an academic environment that embraces curiosity, innovation, debate, diversity, ethics and integrity.

The office works to ensure safe conduct of research, faculty development and recognition, interdisciplinary collaboration,

externally sponsored research, partnership with industry and community, and application of research to benefit society.

The Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) Resource Center coordinates the federal SBIR/STTR programs that provide funds for early-stage research and development at small U.S. businesses. Through these programs, the federal government designates \$2.5 million in research support to small businesses engaged in technology innovation research.

### **Research Services (Office of)**

The Texas Tech University Office of Research Services supports the mission of the university through administrative and management services for sponsored projects, including grants, contracts and agreements from both the public and private sectors that support research, instruction and service projects.

A part of the Office of Vice President for Research, Research Services offers such services as training faculty and staff to use various types of program information, assisting with budget preparation for projects, ensuring all project and funding requirements are met and processing all awards for acceptance, among others.

### **Residence Halls**

Texas Tech houses students in 13 traditional-style residence halls, five apartment/suite-style residence halls and one pod-style hall. All students who have fewer than 30 credit hours, excluding hours earned from concurrent high school credit and credit by exam, are required to live on campus. All students who live in a residence hall are required to purchase a dining plan.

Some residence halls are paired together joined by a common area.

Traditional residence halls: Bledsoe, Chitwood, Clement, Coleman, Gates, Horn, Hulen, Knapp, Murdough, Sneed, Stangel, Wall and Weymouth.

Apartments/suites: Carpenter/Wells, Gordon, Murray, Talkington, West Village.

Pod: Honors

**FIRST REFERENCE:** Always use the full name of the residence hall on first reference. There is no need to use the word 'Residence' as part of the name. Do not refer to a residence hall as a 'dormitory' or 'dorm.' When referring to two halls that are paired together, separate them by a slash.

Ex: The student lived at Chitwood Hall. The event will be held at Horn/Knapp Hall.

**SECOND REFERENCE:** It is acceptable to use only the name of the residence hall on subsequent references.

### **Risk Intervention & Safety Education (Office of) (RISE)**

The Texas Tech University Risk Intervention & Safety Education (RISE) office deals with safety and wellness efforts for the university community through a variety of services, educational workshops and events. RISE also administers the required Think About It course for all incoming first-year and transfer students.

Safety and wellness measures can cover a variety of areas, such as alcohol and drug education, gender and sexuality, campus safety, violence prevention and response, suicide prevention and peer education program.

**FIRST REFERENCE:** Use the full name of the office on first reference with the acronym 'RISE' in parenthesis.

**SECOND REFERENCE:** For all other references, it is sufficient to use the acronym 'RISE.'

### **Risk Management (Office of)**

The Office of Risk Management under the Texas Tech University System works with component institutions on issues such as workers' compensation, automobile claims, third-party claims, contractual review, insurance acquisition, public access defibrillation, drug screening, driver approval, loss prevention, consultative services and emergency management.

The office promotes a philosophy of prevention when it comes to risk management, not just responding to events. The office encourages all departments within the system to identify, analyze and

control the risk of loss, whether it be human, physical, financial or reputational.

Medical professional risk management is administered by the Professional Liability Office at the Texas Tech University Health Sciences Center.

## S

### **Saddle Tramps**

The Saddle Tramps is an all-male booster organization created by Texas Tech student Arch Lamb in 1936.

The Saddle Tramps are responsible for wrapping the Will Rogers-Soapsuds statue in crepe paper before big home athletic events, forming the bell circle before football kickoffs, ringing Bangin' Bertha and participating in other campus events such as Carol of Lights® and ringing the Victory Bells after men's athletic victories.

### **Spirit Program**

The Texas Tech Spirit Program is composed of two cheerleading squads – the All-Girl Cheer and Co-Ed Cheer – as well as the Pom Squad, Raider Red and Masked Rider.

Both the Co-Ed Cheer squad and the Pom Squad captured national championships at the 2017 National Cheerleaders Association and National Dance Association Nationals, respectively.

### **Southwest Collection/Special Collections Library**

The Southwest Collection/Special Collections Library (SWC/SCL) houses special archives, collections, exhibits, oral histories, university archives and other archival material donated to the university.

It has several permanent displays along the north side of the building that display various aspects of the history of Texas Tech, Lubbock and West Texas. More exhibits on local history are on display in the rotunda along with the 1688 Coronelli Globe.

The library also serves as the historical archive for former Southwest Conference athletic records, of which Texas Tech was a

member of until joining the Big 12 Conference in 1996.

The second floor of the library houses climate-controlled stacks of archives that help maintain these works in a constant temperature and humidity as well as positive ventilation that helps prevent bacteria and fungi that can damage valuable books and documents.

State-of-the-art preservation of valuable and one-of-a-kind materials is done in the Hoblitzelle Conservation Lab.

The library is also home to the Remnant Trust, a collection of more than 1,300 original and first-edition documents that have influenced the ideas of liberty and dignity through such genres as politics, economics, mathematics, science, history, philosophy and religion. Included in the collection is an edition of the Magna Carta from 1350, a copy of the third Dunlap printing of the Declaration of Independence and a first-edition of the King James Bible from 1611.

FIRST REFERENCE: Use the full name of the library on first reference.

SECOND REFERENCE: It is acceptable to use Southwest Collection or the acronym 'SWC/SCL' on subsequent references.

### **State Employee Charitable Campaign**

The State Employee Charitable Campaign (SECC) is a statewide annual giving campaign that the Texas Tech University System and its member components participates in each year. It allows faculty and staff to donate a portion of their salary to various charitable causes from across the U.S.

Since inception of the SECC, the Texas Tech University System has raised more than \$789,000 that has helped change lives, shape futures and made a difference in the community.

### **Student-Athlete**

Any student competing in one of the 17 NCAA-sanctioned sports at Texas Tech University or within the Texas Tech University System is considered a student-athlete.

As such, when using the term regarding a competitor at Texas Tech, the term student-athlete should always be hyphenated. It is not necessary, however, to refer to a sports competitor as a student-athlete each time he or she is mentioned.

More often than not, the term will be used to describe the concept of the student-athlete as a whole, not in reference to a specific person.

Ex: *The new enhancements implemented by the athletic department will provide extended benefits to each student-athlete at Texas Tech.*

### **Student Counseling Center**

The Student Counseling Center serves as the primary student mental health clinic on campus, providing a safe environment for students to express concerns and resolve psychological distress through a wide range of services offered.

The Student Counseling Center is located on the second floor of the Student Wellness Center on Flint Avenue and is open from 8 a.m. to 5 p.m. on weekdays.

The Student Counseling Center also operates the Texas Tech Crisis HelpLine for students having mental health issues or suicidal thoughts or suffering from sexual assault or interpersonal violence. It is open 24 hours per day, seven days a week, 365 days per year.

FIRST REFERENCE: Use 'Student Counseling Center' on all references.

### **Student Health Services**

Student Health Services provides quality and accessible health care to Texas Tech students, faculty and staff through the Student Wellness Center.

Staffed and managed by Texas Tech University Health Sciences Center, the Student Wellness Center is located on the main campus just west of the Carpenter/Wells Residence Hall complex on Flint Avenue. It is open from 8 a.m. to 5:30 p.m. Monday through Friday.

The second floor of the Student Wellness Center houses the Texas Tech Physicians Family Medicine Faculty/Staff Clinic to provide care for urgent medical issues or

minor injuries for faculty and staff at Texas Tech University.

FIRST REFERENCE: Use 'Student Health Services' and 'Student Wellness Center' on all references. Do not use 'hospital.'

### **Student Media (Department of)**

The Department of Student Media at Texas Tech University is responsible for producing the print and online versions of the student newspaper, The Daily Toreador, and the campus yearbook, La Ventana.

All publications in the department are considered non-academic, experience-based learning opportunities open to all students regardless of major. It provides students opportunities to apply academic knowledge in the areas of journalism, broadcast, design, business and communication in a practical setting.

Previously, Student Media operated independently from any academic college. But the department moved from the Division of Undergraduate Education and Student Affairs to the College of Media & Communication in 2017, however it maintains its independence in terms of editorial and advertising content.

Editors for 'The Daily Toreador' and 'La Ventana' are chosen each spring for the following academic year by a committee of six faculty and seven students from across campus covering multiple disciplines.

The Daily Toreador is printed twice per week, on Monday and Thursday, during each semester and once per week during the summer, on Tuesday. It is one of the oldest traditions on campus, having published continuously since 1925.

### **Student Organizations**

Texas Tech offers students a chance to join organizations, whether they be academic, cultural, faith-based, Panhellenic, professional, athletic or a variety of characteristics.

For a full list of student organizations, visit the Student Organizations website under Campus Life. Follow how those organizations are listed for guidelines on how to reference them in writing.

### **Student Recreation Center (Robert H. Ewalt)**

The Robert H. Ewalt Student Recreation Center houses athletic and workout facilities for students, faculty and staff, including weightlifting equipment, recreational sports facilities and leagues, an aquatic center and the Texas Tech Leisure Pool.

Use of the facilities is by membership only, but annual and semester rates are offered to all faculty, staff, alumni and employees of University Medical Center, state and local school districts.

Undergraduate and graduate students pay a recreation center fee each semester in order to use the facility.

Lockers, towels and showering facilities are also available.

Also, Texas Tech's intramural sports leagues operate out of the Student Recreation Center and are open to all Texas Tech students.

**FIRST REFERENCE:** Use the full name, 'Robert H. Ewalt Student Recreation Center,' and all accompanying facilities on first reference.

**SECOND REFERENCE:** It is acceptable to use 'Rec Center' on subsequent references.

### **SUB West Plaza**

The SUB West Plaza at Texas Tech is located in the walkway between the west side of the Student Union Building and the east side of the University Library extending to Detroit Avenue.

This area is often referenced to as the Free Speech Area by students; however, this is not the name of the area and should not be used.

Student organizations often set up informational tables on a variety of subjects in the SUB West Plaza.

# **T**

**Talkington College of Visual & Performing Arts (J.T. & Margaret)**

The J.T. & Margaret Talkington College of Visual & Performing Arts houses all the disciplines related to the study and performance of art, music and theater. The college offers degrees in three separate schools as well as a Fine Arts Doctoral Program.

The School of Art allows students to explore their creative and scholarly potential through exhibition opportunities, contemporary technologies, interdisciplinary study and critical discourse.

The School of Music encompasses all aspects of musical education, research and performance, whether is classical or modern music in all forms.

The School of Theatre & Dance allows students to pursue a degree enhancing their skills in design, acting, directing, dance, stage management, history and playwriting.

**FIRST REFERENCE:** Always use the full name of the college, 'J.T & Margaret Talkington College of Visual & Performing Arts,' and the subsequent schools, on first reference.

**SECOND REFERENCE:** It is acceptable to use the acronym 'TCVPA' on all subsequent references. Do not use 'College of Visual & Performing Arts' or 'VPA.'

### **Teaching Academy**

The Teaching Academy is a resource for faculty at Texas Tech that advocates for teaching excellence, promotes service related to the teaching mission of the university, advises and mentors colleagues and shares knowledge about teaching strategies and implementation.

In conjunction with the status of Texas Tech as a Tier One Carnegie university, the Teaching Academy helps faculty succeed and grow with regard to their scholarship and creative activities through institutional support and encouragement. The academy contributes to the support and development of a strong teaching culture through a variety of services to help faculty achieve their goal of being a good teacher. It promotes new pedagogical techniques, theories of student learning and scholarship of teaching.

The Teaching Academy helps grow Texas Tech's reputation as a well-known teaching institution in addition to its research activity.

### **TechAlert**

TechAlert is the emergency communication and notification system used by Texas Tech to inform students, faculty, staff and others regarding important alerts and emergency response information.

TechAlert utilizes text message, email and telephone calls to inform of emergency or other important situations on and around campus. It is part of the overall emergency communications center for Texas Tech.

To sign up for TechAlert, go to the Office of Communications and Marketing website at [texastech.com](http://texastech.com).

### **TechTeach**

TechTeach is a program offered in the College of Education that prepares students to become teachers while earning their degree and enhancing their future impact on students through intensive clinical experiences, incorporating video technology and focusing on student learning.

TechTeach is one of the top 35 programs of its kind in the country and has earned top marks from the National Council on Teacher Quality.

The College of Education is the sole teacher certification office for Texas Tech University.

### **Texas Alliance for Water Conservation**

The Texas Alliance for Water Conservation (TAWC) is part of the Department of Plant and Soil Science in the College of Agricultural Sciences & Natural Resources. It is a collaboration of area agricultural producers, data collection technologies and other entities that include industry, universities and government agencies designed to conserve water for future generations through best production practices and technologies.

The goal of the alliance is to reduce the depletion of ground water, mainly the Ogallala Aquifer, while maintaining or

improving agricultural production and economic opportunities.

### **Texas Tech Alumni Association**

The Texas Tech Alumni Association is a non-profit association independent of the university but which works to support the university and other groups in promoting excellence. The association acts as a communication liaison between the university and its alumni through both individual members and regional chapters as well as providing financial support for the association, its members, the university, administration, faculty and students.

Membership is open to anyone who has enrolled in a course at Texas Tech or other member of the Texas Tech University System, all those who have received a degree from Texas Tech or a TTU System member, or any individual who makes a minimum annual contribution to the association.

### **Texas Tech Mental Health Institute**

The Texas Tech Mental Health Institute (TTMHI) was created in 2018 with the goal of bringing together mental health professionals both from academia and the medical profession to conduct research and intervention, develop portfolio and strategic planning priorities, lead efforts in collecting and disseminating mental health-related information and positively influence mental health policy.

The TTMHI is a collaboration between Texas Tech University and the Texas Tech University Health Sciences Center.

The TTMHI tackles the issues surrounding mental health in numerous ways:

**Research and intervention implementation:** Bringing together researchers, deans and department heads from the four member institutions of the Texas Tech University System to implement a portfolio of mental health research and intervention projects to ensure effective collaboration with member participants as well as advocacy groups, health care providers and hospitals.

**Strategic planning and portfolio development:** Providing strategic direction and identifying priorities related to mental health issues through research, patient care and other initiatives while identifying funding opportunities to facilitate that research.

**Communication and partnership development:** Devising communication materials for presentation and publication for both internal and external use while establishing a working relationship with external and academic partners and serving as the primary contact for inquiries into mental health research and patient care.

**Policy analysis:** Serving as an expert in mental health policies in order to not only identify areas of mental health research, but also have the ability to influence mental health policy and collaborate with various entities engaged in work that supports the institute.

### **Texas Tech University Public Media**

Texas Tech University Public Media consists of the campus television station, KTTZ-TV, and the campus radio station, KTTZ-FM.

Both KTTZ-TV and KTTZ-FM produce local programming focused on Texas Tech and the community. It is associated with the Public Broadcasting System (PBS) and is supported by donations, memberships, sponsorships and underwriting and major gifts. It is dedicated to sharing the diverse voices of Texas Tech and Lubbock through education and inspiration.

### **Texas Tech University**

One of four institutions that comprise the Texas Tech University System, located in Lubbock, Texas.

**FIRST REFERENCE:** The full name of the institution should be used on first reference. ‘Texas Tech’ is acceptable for use in headlines.

**SECOND REFERENCE:** Texas Tech may be used to refer to the university on subsequent references. Avoid all uses of ‘Tech’ as a standalone as this implies a technical institution. If ‘university’ is used

as a standalone, use lower case letters. ‘TTU’ is permissible but only when part of an official name, otherwise do not use.

### **Texas Tech University Costa Rica**

Texas Tech University Costa Rica is the first international campus established by Texas Tech. It will offer high-quality academic undergraduate and certificate programs beginning in August 2018 that are aligned to strategic development goals of Costa Rica and the Central American region.

Texas Tech University Costa Rica will offer bachelor’s degrees in five areas:

- Electrical Engineering
- Industrial Engineering
- Computer Science
- Mathematics
- Restaurant, Hotel and Institutional Management

The campus for Texas Tech University Costa Rica will be located in the Escazú suburb of west San José and will include classrooms, laboratories, a library/media center, administrative offices and student services.

The faculty will consist of professors from the main Texas Tech campus in Lubbock as well as locally recruited adjunct professors. All instruction will be conducted in English.

**FIRST REFERENCE:** Use ‘Texas Tech University Costa Rica.’

**SECOND REFERENCE:** Use ‘TTU-CR’ on subsequent references.

### **Texas Tech University System**

The Texas Tech University System was created in 1996 and established by the State of Texas in 1999. Four institutions comprise the system – Texas Tech University, Texas Tech University Health Sciences Center, Angelo State University and Texas Tech University Health Sciences Center El Paso.

**FIRST REFERENCE:** The full name of the system should be used on first reference.

**SECOND REFERENCE:** It is acceptable to use ‘TTU System’ or ‘the system’ on second reference. Do not use ‘TTUS.’

## **Texas Tech University Health Sciences Center**

Texas Tech University Health Sciences Center houses the medical school at Texas Tech and consists of five schools:

- Graduate School of Biomedical Sciences
- School of Health Professions
- School of Medicine
- School of Nursing
- School of Pharmacy

**FIRST REFERENCE:** Use ‘Texas Tech University Health Sciences Center’ on first reference. Always use the full name when not using an acronym.

**SECOND REFERENCE:** ‘TTUHSC’ may be used on second reference and is always capitalized. Do not use ‘HSC’ on any reference in regard to the Texas Tech University Health Sciences Center. Never use ‘Texas Tech Health Sciences Center’ or ‘TTHSC’ on any reference.

**OTHER CAMPUSES:** Texas Tech University Health Sciences Center has regional campuses in Amarillo, Dallas-Fort Worth, Abilene and the Permian Basin. Do not use a hyphen or ‘at’ and the location when referring to a TTUHSC campus other than the main one in Lubbock.

*Ex.: Texas Tech University Health Sciences Center El Paso.*

## **Texas Tech University Health Sciences Center El Paso**

The Texas Tech University Health Sciences Center El Paso is a separate academic institution from the Texas Tech University Health Sciences Center in Lubbock and consists of two schools:

- Paul L. Foster School of Medicine
- Gayle Greve Hunt School of Nursing

## **Texas Tech University Press**

Established in 1971, the Texas Tech University Press is the book publishing arm of Texas Tech University. It disseminates original research through publishing of peer-reviewed works to the public to highlight works and entertain the university’s constituency.

The Texas Tech University Press became a member of the Association of American

University Presses in 1987. It publishes 15-20 new titles each year and has a total of 450 titles in print.

Additionally, the press publishes non-fiction titles focused on the history and culture of Texas, the Great Plains and the American West as well as natural history, border studies, peace and conflict studies and select books on Texas Tech University athletics.

**FIRST REFERENCE:** The full name of the organization should be used on first reference.

**SECOND REFERENCE:** It is acceptable to use ‘TTU Press’ on second reference.

## **Texas Tech University School of Veterinary Medicine**

The Texas Tech University School of Veterinary Medicine is located on the TTUHSC campus in Amarillo. Ground was officially broken on the school on Sept. 19, 2019 and its first class is expected to be enrolled in 2021.

An innovative model developed by Texas Tech will recruit and select students most likely to practice and succeed in small, agricultural and regional communities. The school will focus on producing practice-ready veterinarians who will specialize in mixed animal medicine with a strong emphasis on large and food-industry animals. A unique aspect of the school is students will spend their fourth year in residencies with local and statewide veterinary partners in order to gain the experience needed, which eliminates the need for a costly teaching hospital.

In June of 2019 the Texas legislature approved \$17.35 million in its biennial budget for the school that will go toward operational needs.

Philanthropic efforts have resulted in \$90 million being pledged from industry, civic and individual donors to go toward construction and infrastructure.

**FIRST REFERENCE:** Use ‘Texas Tech University School of Veterinary Medicine’ on first reference. Always use the full name when not using an acronym.

SECOND REFERENCE: ‘School of Veterinary Medicine’ may be used on second reference and is always capitalized. Do not use ‘SVM’ on any reference in regard to the Texas Tech University School of Veterinary Medicine.

### **The Academy of Medicine, Engineering & Science of Texas**

The Academy of Medicine, Engineering & Science of Texas (TAMEST) is a not-for-profit, interdisciplinary, scientific organization that promotes the top achievers in Texas in the areas of medicine, engineering and science while enhancing the reputation of the state as an important destination and center of achievement in these areas.

Membership in TAMEST consists of academics and researchers at institutions of higher education in Texas who are members of the three national academies: the National Academy of Sciences, the National Academy of Engineering and the National Institute of Medicine.

Texas Tech faculty who are members of TAMEST are:

- Satya Atluri, Department of Chemical Engineering
- Chau-Chyun Chen, Department of Chemical Engineering
- Luis Rafael Herrera-Estrella, Department of Plant & Soil Science
- Fazle Hussain, Department of Mechanical Engineering
- Kishor Mehta, Department of Civil, Environmental and Construction Engineering
- Danny Reible, Department of Civil, Environmental and Construction Engineering and Department of Chemical Engineering.

### **The Institute of Environmental & Human Health (TIEHH)**

The Institute of Environmental & Human Health is the hub for environmental and health sciences research at Texas Tech University. Faculty and graduate students conduct research on the integration of environmental impact assessment of toxic chemicals with human health consequences.

TIEHH (pronounced ‘Tie’) is part of the College of Arts & Sciences, but it is unique

in that it blends the faculty, expertise and resources of both Texas Tech and the Texas Tech University Health Sciences Center.

Research at TIEHH covers areas such as ecotoxicology and wildlife toxicology; analytical toxicology; nonwoven and advance materials; microscopy; human health sciences and aquatic toxicology.

FIRST REFERENCE: Use the full name of the institute on first reference.

SECOND REFERENCE: TIEHH is acceptable for use on subsequent references.

### **Time/Day/Date**

Follow the guidelines listed in the Associated Press styleguide for most instances. However, in releases, advisories or features that require a time and/or day sequence, using the following guidelines.

Time sequence:

For time sequences for an event that will be held entirely during the a.m. or p.m., use a dash (-) to separate the beginning and ending times.

*Ex.: The reading will be held 2-6 p.m.*

For time sequences for an event that will span both the morning and afternoon, use the word “to” to separate the beginning and ending times.

*Ex.: The reading will be held from 10 a.m. to 2 p.m.*

Day/date sequence:

If an event spans more than one day, use the dash (-) to separate the days. If the event spans different months, use the word “to” to separate the months. Continue to abbreviate the months when appropriate.

*Ex.: The event will be held Monday-Wednesday.*

*Ex.: The event will be held March 23-26*

*Ex.: The event will be held March 23 to April 2*

*Ex.: The event will be held Dec. 23, 2018 to Jan. 2, 2019.*

When listing a time and day for an event in a release or advisory that is within one week of the day the release/advisory is sent to the media, include both the day and date. When the event is more than a week out, do not list the day.

*Ex.: 3 p.m. Wednesday (Sept. 1)*  
*3 p.m. Wednesday-Friday (Sept. 1-3)*  
*3 p.m. Sept. 23*

## **Title IX**

Title IX was created in 1972 under the United States Code of Federal Regulations and prevents any person in the United States from being discriminated against in any form or fashion on the basis of sex. This includes the prevention of exclusion from participation, being denied benefits or being subjected to any form of discrimination under any program or activity which receives federal financial aid.

At Texas Tech University, the Title IX Coordinator is the primary person responsible for coordinating the university's compliance with Title IX and other federal and state laws and regulations relating to sex-based discrimination.

Each Texas Tech University System employee is required to undergo Title IX compliance training every two years.

## **Thomas Jay Harris Institute for Hispanic and International Communication**

The Thomas Jay Harris Institute for Hispanic and International Communication in the Texas Tech University College of Media & Communication was established in 2006 to pursue teaching, research and community engagement opportunities focused on Hispanic-oriented and international communications.

It is named after former Lubbock Avalanche-Journal editor Thomas Jay Harris, an advocate of international and cross-cultural communication whose estate gave a sizeable gift to the institute in 2013.

**FIRST REFERENCE:** Use the full name, 'Thomas Jay Harris Institute for Hispanic and International Communication.'

**SECOND REFERENCE:** Use 'the Harris Institute' on all subsequent references. Do not use the acronym 'HIHIC.'

## **Transportation & Parking Services**

Transportation & Parking Services is responsible for assigning and monitoring all

automobile, motorcycle and bicycle parking on campus as well as supporting shuttle bus transportation for students to various locations throughout campus.

All faculty, staff and students are assigned a parking permit for their vehicle if they desire to park on campus. Students living in residence halls are provided parking near their residence halls while students living off campus normally park in commuter lots located on the outskirts of the campus.

Other special parking designations are made depending on circumstances, and the university also offers various Park and Pay locations throughout the campus. Also, there are designated parking areas for bicycles located outside most buildings.

**PARKING LOT REFERENCE:** Parking lots on the Texas Tech and Texas Tech University Health Sciences Center campuses are designated by a combination of alphabet and numerals. When referring to a specific parking lot on the Texas Tech University campus, do not use a hyphen between the alphabetic and numeric designation, i.e. R1, C16, Z7, etc.

*Ex.: "Students may use the R1 parking lot at the corner of ..."*

When referring to a specific parking lot on the TTUHSC campus, use a hyphen between the alphabetic and numeric designation, i.e. F-3, A-1, B-2, etc.

*Ex.: "Students may use the F-3 parking lot at the corner of ..."*

## **TrUE**

As part of Academic Affairs within the Office of the Provost, the Center for Transformative Undergraduate Experiences (TrUE), formerly the Center for Active Learning and Undergraduate Engagement, is committed to supporting and increasing undergraduate participation in active learning and community engagement at Texas Tech University. The center uses programs and initiatives to support this mission.

In 2014, TrUE began offering TrUE Service Breaks, service trips for students, faculty and staff held during winter, spring

and summer campus breaks. Service Breaks also includes weekend and local opportunities.

TrUE Undergraduate Research provides support and funding for undergraduate students and faculty while developing innovative programs and activities to enhance undergraduate research.

TrUE hosts the Texas Tech University Undergraduate Research Conference, one of the largest undergraduate research conferences in Texas.

**FIRST REFERENCE:** Use the full name of the center, ‘Center for Transformative Undergraduate Experiences.’

**SECOND REFERENCE:** The acronym ‘TrUE’ is acceptable on all subsequent references.

## U

### **Undergraduate Education & Student Affairs (Division of)**

The Division of Undergraduate Education & Student Affairs promotes student success through retention and academic achievement, leadership opportunities inside and outside of the classroom and aiding student professional achievement.

Undergraduate education enhances student success through excellence, particularly in teaching, research and scholarship.

Student affairs promotes the advancement of knowledge, especially learning that occurs outside the traditional classroom environment, by encouraging participation in activities around the university community.

### **University Career Center**

The University Career Center provides all students and alumni with career development, exploration and job search opportunities. That includes career assessments, critiques of resumes, cover letters, personal statements and faculty documents; mock interviews, salary negotiation assistance and career events.

**FIRST REFERENCE:** Use the full name of the center, ‘University Career Center.’

**SECOND REFERENCE:** The acronym ‘UCC’ is acceptable on subsequent references.

### **University Libraries**

The University Libraries consist of four on-campus libraries – the University Library located west of the Student Union Building; the Preston Smith Library located within the Texas Tech University Health Sciences Center; the Architecture Library located within the College of Architecture; and the Southwest Collection/Special Collections Library located on 15th Street west of Detroit Avenue.

The University Library holds the campus’ largest collection of books and media, periodicals, databases, digital collections, government documents, maps, microforms, theses and dissertations needed by undergraduate and graduate students for research purposes. Students can also reserve individual and group study spaces, laboratories or studios as well as desktop and laptop computers and printing, copying and scanning services.

The Preston Smith Library is part of the TTUHSC Libraries that support the Schools of Medicine, Nursing, Health Professions, and Pharmacy as well as the Graduate School of Biomedical Sciences

The Architecture Library is located on the ninth floor of the Architecture building and houses materials on architecture, design, urban planning and landscape architecture. It also includes an imaging library of digital collections on architecture, art and design.

For information on the Southwest Collection/Special Collections Library, see its individual entry.

### **US PREP**

Created in 2015, the University-School Partnerships for the Renewal of Educator Preparation (US PREP) focuses on strengthening teacher-talent pipelines and preparing educators for diverse classrooms. US PREP has prepared more than 5,000

educators per year using innovative training methods developed and implemented through Texas Tech University's renowned teacher preparation program, TechTeach.

US PREP was created as an initiative involving six university-school partners, which was expanded with two new partners in 2017 spanning Louisiana, Mississippi, Missouri, Tennessee and Texas. A second cohort of universities was launched in 2018 to include partners in Texas, New York and California, including the New York City public school system.

US PREP resources include coaches who help design, support and grow teacher-training programs; guidance and hands-on assistance with designing intensive clinical experiences which feature a yearlong teaching residency; the use of video technology to capture and review instruction; and help redesigning teacher-education coursework to focus on competency-based learning, which provides teacher candidates with more practical and relevant skills for the classroom.

Each university partner works closely with a nearby school system in a high-need community to produce effective teachers who meet specific school needs.

Data shows three-year retention rate of 88 percent for US PREP educators and a

greater likelihood to stay in a district and become veteran teachers. They often are described as being as effective in their first three years as advanced teachers.

## V

### **Victory Bells**

As mentioned in the official Texas Tech fight song, the Victory Bells are located in the east tower of the Administration Building and are rung in celebration of Texas Tech athletic victories as well as after graduation ceremonies and other occasions.

Responsibility for ringing the Victory Bells falls to the Saddle Tramps/High Riders.

## W

### **Women's & Gender Studies**

Women's and Gender Studies examines the cultural and social construction of gender and its influences on the lives of men and women, and explores the history, experiences and contributions of women in society.

### **More Information**

If you have questions about style, please contact Chris Cook, managing director, Office of Communications & Marketing, or George Watson, media relations coordinator, Office of Communications & Marketing, at (806) 742-2136.