Our Purpose
Student Success & Retention strategically facilitates, practically equips, and creatively supports Texas Tech University stakeholders to catalyze student success through insight, improvement, and innovation for impact.

Success Takes Practice™
is Academic Life Coaching™ at TTU. Students learn about challenges, clarify objectives, engage resources, and are held accountable for planning and action.
Coaching.Success.TTU.edu

Retention & Stakeholder Support™
enables and encourages its constituents to maximize the benefit of communications, processes, systems, data, research, and tools in ways that contribute to improving desired student outcomes for all Red Raiders.
Help.Success.TTU.edu

We embody SSR’s core values:
1. Humble
2. Hungry
3. Intelligent
We strive toward working in ways that result in a community and culture known for appreciation, collaboration, efficiency, excellence, transparency, innovation, integrity, and wellness.