



TEXAS TECH UNIVERSITY

Office of the President

MEMORANDUM

DATE: October 18, 2023

TO: Faculty and Staff

FROM: Lawrence Schovanec, President
Ron Hendrick, Provost & Senior Vice President

RE: Campus Strategic Alignment

As noted in the recent [State of the University address](#), we again reached an enrollment record, our research endeavors continue to thrive and our fundraising is poised to embark on a comprehensive campaign.

We have been fortunate to be in a situation where Texas Tech is a university of choice for many students, faculty and donors. It remains our responsibility to carefully set the course for Texas Tech's second century.

To this end, we have engaged two firms to strategically plan for both our physical and enrollment growth. Please read on to learn how you can be involved in both important processes.

Strategic growth of physical spaces

We've partnered with DumontJanks to provide data to inform and guide how our campus may continue to grow. This effort will be led by Cindy Akers, Vice Provost for Administrative Affairs, and Sean Childers, Associate Vice President for Operations.

Considering our institutional goals, academic programs and student life needs, analysis will be done to determine how space is currently being used and how individuals navigate our campus.

This research will be done by interviewing stakeholders, mapping land use, conducting a transit study, reviewing histories of space use, determining infrastructure needs and analyzing student life.

Perhaps the most vital information to be learned from this process is how Texas Tech can better create communities of scholarship.

DumontJanks will help us identify important connections between our people, departments and programs, which should be accounted for as we strategically plan the growth of our campus. By measuring teaching and research collaboration patterns, staff work patterns, and students' relationships with academic departments through course selections, we can better visualize our most collaborative areas and make actionable plans to enhance these interactions.

A working group will be formed to provide valuable insight and to broadly represent the university during this process. This year-long project is expected to conclude by August 2024.

Strategic enrollment planning

Our ability to adapt and thrive in a changing environment hinges on our ability to strategically plan for the future of enrollment at Texas Tech.

As a result, we kicked off our first comprehensive Strategic Enrollment Planning in September. This inclusive process will help the university understand more about enrollment trends, ideate plans for the impending enrollment cliff, and identify ways for Texas Tech to maintain a competitive positioning that ensures our financial strength.

The effort is led by Vice President for Enrollment Management Jamie Hansard and Vice Provost for Academic Innovation and Student Success Mitzi Lauderdale, working with Ruffalo Noel Levitz (RNL), whose mission is to make colleges, universities and nonprofits successful and vibrant with inspired and relevant engagement via its team of experts.

The collaborative effort, involving more than 80 faculty and staff from various departments, includes six working groups:

- Marketing & Recruitment
- Student Success
- Student Finance & Financial Aid
- Undergraduate Academic Programs
- Graduate Academic Programs
- Online Academic Programs

The process is expected to take nine months and will result in data-supported strategies to plan for enrollment. To learn more and to provide input, please [visit the Strategic Enrollment Planning website](#). Note that you'll need to log in with your eRaider credentials.

While there are representatives from nearly every part of the institution, there are opportunities for you to contribute as well.

To stay up to date on these strategic efforts and other ongoing efforts, please visit our [Ongoing Strategic Efforts website](#), where information will be regularly updated.



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