Dear Texas Tech University friend:

You have been selected as a participant in this survey because you belong to a TTU constituent group: alumnus, employer of TTU students and/or graduates, Lubbock community member with an interest in the university, parent, caregiver, or spouse of a TTU student, or other individual who has a connection with Texas Tech. Please respond. Your input into this process is important and highly valued.

Texas Tech University is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC). Association membership requires that we reaffirm our accreditation every 10 years. This involves assessment of all university programs, policies, and procedures. In addition, we are required to develop a five-year Quality Enhancement Plan (QEP) that will advance student learning in some way. The last QEP (2005-2010) was “Do the Right Thing: A Campus Conversation on Ethics.” Now it is time to develop a new QEP. This message invites you to participate in this process by helping us identify QEP priorities for a project that reflects the new theme, “Communication in a Global Society.”

The project will create a new center on campus to coordinate all QEP activities and assess their success. The activities listed below could be implemented as part of the QEP, and we are asking you to help us prioritize these by indicating how important you believe each one could be in helping TTU graduates improve their communication skills in a global society. We also invite you to add your own ideas to the list and to indicate their importance to you.

Communication refers to preparing Texas Tech University graduates at all levels—both undergraduate and graduate—with the ability to communicate effectively in their professional and personal lives. Because modern modes of transportation and communication span the globe, facilitating interaction among people with different linguistic and cultural backgrounds; and because the population of the United States is increasingly global, we believe that effective communication must include an awareness of how culture and communication are interrelated.

Please go to https://s.qualtrics.com/SE/?SID=SV_8qfEpwaUsGJUsgl&Preview=Survey&BrandID=tltc to access the survey. We request that you complete the survey no later than _______. If you have questions about this survey you may contact Gary Smith, College of Architecture (gary.smith@ttu.edu) or Gary Elbow, Office of the Provost (gary.elbow@ttu.edu).