



January 11, 2018

Dear Faculty, Staff and Students,

In seven short years, Texas Tech University will celebrate the centennial of the first class of students to enroll and begin classes at the institution. When 914 students stepped foot on campus that very first day, they laid the foundation that would help define and develop Texas Tech into the global research institution it is today.

The university's first president, Paul Whitfield Horn, remarked, "Everything that is done on these West Texas Plains ought to be on a big scale. It is a country that lends itself to bigness. It is a country that does not harmonize with things little or narrow or mean. Let us make the work of our college fit in with the scope of our country. Let our thinking be in world-wide terms."

At the time, those words may have seemed bold and ambitious, but look where we are today.

Over the years, the Texas Tech community has contributed to the university's growth through research and creative scholarship, and educating countless students who eventually left their mark on the world. Through effective strategic planning, we have been able to follow roadmaps that, collectively, have provided clear and meaningful areas of focus to ensure a positive direction.

Today, we are introducing the university's latest strategic plan: [Texas Tech University | A Foundation for the Next Century | A Pathway to 2025](#). This plan focuses on three primary, comprehensive areas that will lead us to our 100th anniversary and strengthen our foundation beyond 2025:

- Educate and empower a diverse student body
- Enable innovative research and creative activities
- Transform lives and communities through strategic outreach and engaged scholarship

This strategic plan was completed through an extensive and exhaustive process by a committee that represented our faculty, staff, students and many areas on campus. We would like to thank the members of the committee for their time, commitment and dedication to ensure the university continues to better position itself as a leader in Texas, the nation and throughout the world.

We invite you to review the strategic plan at www.ttu.edu/stratplan, along with an [introductory video](#) and [rollout plan](#).

We are excited about our future and are fortunate to have a strong faculty, committed staff and ambitious student body to take Texas Tech University into the next century. Thank you for being a part of this special time in the university's history.

Sincerely,

Handwritten signature of Lawrence Schovanec in black ink.

Lawrence Schovanec,
President

Handwritten signature of Michael Galyean in black ink.

Michael Galyean,
Provost

Handwritten signature of Noel Sloan in black ink.

Noel Sloan,
Chief Financial Officer

Handwritten signature of Joseph Heppert in black ink.

Joseph Heppert,
Vice President For Research