



TEXAS TECH UNIVERSITY

Office of the President

Update on Conference Realignment

Dear Red Raiders,

In the past few weeks we have seen changes to our conference and the landscape of college athletics that have strongly impacted Texas Tech. We understand how this has led to questions and concerns among our alumni and supporters. As we address the challenges before us, we want you to know we are doing everything within our power to ensure that Texas Tech will remain among the elite athletic programs in the Country. We will fight tirelessly on that goal.

We should all be proud of everything we have accomplished on and off the competitive fields. We will not change our expectations to compete at the highest level of college athletics. We will continue to compete for championships. Recently you have seen us in Omaha, in the Final Four, and hoisting a National Championship in Track. This will not change!

Our brand as a university and an athletics department has never been stronger and that is an important asset as we communicate the strengths of Texas Tech. Our brand and national reputation starts with you, our loyal fans, alumni and supporters. But it lives on through our more than 400 student athletes who have chosen the honor of wearing the Double T and representing all of us at the highest level. They are fighting for our brand and we are asking you to support them.

So many of you have reached out to ask how you can help...what can we do? You can help. You can help us fill up Jones AT&T Stadium six Saturdays this fall, beginning on September 11. You can wear your Tech gear and proudly continue to support this university we all love. You can bear our banner far and wide and help us show the true strength of our Red Raider Nation.

We will continue to work diligently on our end. Texas Tech has earned a position in the group of top athletic programs nationally and we will not waver in our effort to maintain a seat at the table as we move forward in this changing landscape.

Thank you for your continued support and we will see you at Jones AT&T Stadium this fall.

Sincerely,

Lawrence Schovanec

President, Texas Tech University

Kirby Hocutt

Director of Athletics



FROM HERE, IT'S POSSIBLE