



# TEXAS TECH™

## MEMORANDUM

DATE: April 16, 2025

TO: Faculty & Staff

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

RE: Online+ Programs Launching Fall 2025

Texas Tech University is launching 18 new [Online+](#) programs in August 2025. This is a key step in expanding access to high-quality, flexible education for working adults, parents, military service members, transfer students and others with challenging schedules. These fully online programs offer:

- Eight-week, fully asynchronous courses
- A fast, free application process
- Credit for prior learning and work experience
- Dedicated online student advocates
- Free microcredential courses for career-relevant skills

Since applications opened, interest has been strong. The number of applications submitted is up **33%**, and marketing campaigns have **doubled** the daily requests for information about the programs.

These new offerings are part of a broader strategic initiative that emerged from our [Strategic Enrollment Management](#) (SEM) process, which brought together representatives from all colleges and key support units to identify ways to strengthen enrollment and student success. Expanding and evolving Texas Tech Online was one of six key strategies approved in June 2024.

The development of Online+ reflects the dedication and innovation of our faculty and staff, who have created high-quality courses and comprehensive support structures. Our Marketing & Communications team has also played a critical role, using a data-driven approach to build program pages that clearly communicate value and drive action, which has contributed to a **43% increase in daily website traffic**.

While change brings challenges, this initiative presents a clear opportunity to reaffirm our commitment to student success and access regardless of location or circumstance. Thank you for your continued support and engagement in this important work.

TEXAS TECH ONLINE



FROM HERE, IT'S POSSIBLE.™

This email was sent by Texas Tech Marketing & Communications

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