



The Department of Agricultural Education and Communications

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and Tyler O'Neal

Campaign Plan
Fall 2013

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Executive Summary

The Department of Agricultural Education and
Communications

Executive Summary

Our client, the Department of Agricultural Education and Communications, is within the College of Agricultural Sciences and Natural Resources and works closely with the College of Education, as well as the College of Mass Communications, to offer students valuable degrees in interdisciplinary agriculture and agricultural communications. One of the current challenges the department is facing is increasing the number of students in the department, specifically transfer students, traditional and non-traditional agricultural education and communication market, and minority students.

The main goal of our campaign is to establish a better connection between the department and possible transfer students by implementing a recruitment program specifically for transfer students in the department's partnering schools. This will create a relationship between prospective students, hopefully making them more comfortable and eager to join our department.

To achieve our goals we will have a big brother/ big sister type of recruitment program with current students who transferred into the department. This will help establish a better relationship and give them guidance. Social media, print media, and newsletters will also be used to help connect prospective students.

The impact of this campaign will be measured by the increase of transfer students that the department gains within three years. A survey will also be conducted after a transfer student attends orientation, to measure the success of the program.



Situational Analysis

The Department of Agricultural Education and
Communications

Situational Analysis

Organization Description

Type: The Department of Agricultural Education and Communications is a non-profit organization.

Policy/Mission: The mission of the Department of Agricultural Education and Communications (AEC) is to create, integrate, broaden, and diffuse knowledge bases in the human dimensions of the agricultural sciences. The AEC positively affects behavioral change for the improvement of social, economic, and/or environmental conditions of everyone touched by the agricultural system (“Department of agricultural,” 2011).

Audience: The organization’s primary audiences are students enrolled in a community college and students interested in transferring to Texas Tech University. Our secondary audiences are minority students and non-traditional agricultural education and communications students.

Communication efforts: Currently, the department only sends out information to students who have already expressed interest in the department. Once a student has been accepted, a “Congratulations” letter is sent out. There are currently no events within the department that specifically target transfer students.

Funding: The department does not have direct funding specifically budgeted for the recruitment of students.

Competition: The Department of Agricultural Education and Communications main competitors are other majors within the College of Agricultural Sciences and Natural Resources, other majors at Texas Tech, and other major universities with agriculture degree programs.

Target Audience:

The target audience for the Department of Agricultural Education and Communications includes students enrolled in community colleges and students who are interested in transferring

to Texas Tech. Our primary audience members range in age from 18 to 23 and currently attend the community colleges that the University partners with. Those colleges are located not only in Texas, but also in New Mexico and Oklahoma.

While targeting community college students, we have a secondary audience of community college students who are of a minority or who come from a non-traditional agricultural background. By focusing our campaign on these target audiences, it provides the Department with the opportunity to increase enrollment, and provide a more diversified department.

SWOT Analysis

By conducting a SWOT analysis, Southern Belle Productions decided to focus on four strengths, three weaknesses, four opportunities, and five threats that the department faces when recruiting potential students. Below is a detailed list of each of the strengths, weaknesses, opportunities and threats prioritized in order of ranking.

Strengths:

- Small class sizes
- Family Environment
 - The family environment that our department offers is one reason why many students choose to major in agricultural education or communications. Whether students are freshmen or seniors on the verge of graduating, our department does a great job of being friendly and making everyone feel at home.
- Student/Professor relationships
 - The professors of the department not only teach students and help them prepare for the future, but help make the department the family environment that it is. Professors always have an open door policy, which makes coming to them with a problem in class or a question about applying for an internship easier. The department's professors go above and beyond to help their students within their department make the transition easier for transfer students.

SWOT Analysis Continued

- Student organizations
 - Students within the department have multiple opportunities to get involved and meet new people through student organizations such as Agricultural Communicators of Tomorrow, Collegiate 4-H, or Collegiate FFA.

Weaknesses:

- Low diversity
 - By simply walking in the hallways of the department, you can make an observational conclusion that the department lacks diversity. The agricultural communications classes are majority filled with Caucasian female students with a few Caucasian males. There are very few students who are of a different ethnicity. While the agricultural education classes do have more males, there is still an obvious dominance of Caucasian females.
- Unsure of what to expect in classes
 - Making sure it is known that old syllabi can be found online at ttu.edu will help incoming students and transfer students ease their transition into a larger University.
- Cliquish
 - Although our department has a family environment, there are still some within our department who are very “cliquish” with their friends and do not branch out. Many of our students already come to Texas Tech by knowing people from high school organizations such as FFA and 4-H. Those people tend to stick together, which makes it harder for transfer students to find friends within the department.

SWOT Analysis Continued

Opportunities:

- Connections and networking
 - Through various student organizations, Texas Tech allows its students to get involved in an assortment of organizations whether it is Collegiate FFA or a sorority/ fraternity.
- Internships
 - The professors of our department are constantly letting the students know of different internship opportunities that will help our students better prepare for the world outside of college.
- Technology available for students
 - Texas Tech allows students the opportunities to buy discounted software for its computers, have access to computers and printers through the library, and have access to other technology that the library offers students for group projects.
- Study Abroad
 - Each year, more and more opportunities are coming available for students to study abroad. By taking advantage of these trips and still getting class credit help the students of our department stand out among others.

Threats:

- Tuition
- Scholarship
 - Many transfer students within the department who do not transfer to Texas Tech for a sport or judging team receive little to no scholarship money. This makes the transition harder on those students who come from a junior college that is not as expensive as a four-year college.

SWOT Analysis Continued

- Fear of larger university
- Losing transfer students to a different university

Strengths (4)	Weaknesses (1)	Opportunities (2)	Threats (3)
1. Small class size	1. Low diversity	1. Connections & networking	1. Tuition
2. Family environment	2. Unsure of what to expect in classes	2. Internships	2. Low amount of scholarship money
3. Student/professor relationship	3. Cliquish	3. Technology available for students ex: software discounts, social media, video camera availability	3. Fear of larger university
4. Student organizations		4. Study abroad	4. Losing transfer students to a different University
			5.Losing transfer students to a different major

Based upon our findings from the SWOT analysis, we have determined the Department of Agricultural Education and Communications is lacking in the area of the recruitment of transfer students and the diversity of those students. We plan to first address our weaknesses of low diversity and scholarship money, and the fact that so many transfer students are unsure of what to expect in class. By addressing our weaknesses we will also be able to tie in our second SWOT analysis focus of the opportunities that our department offers students, such as, connections and networking, internships, available technology and study abroad.



Problem Statement and Objectives

The Department of Agricultural Education and
Communications

Problem Statement and Objectives

Our campaign addresses multiple issues and challenges faced by the Department of Agricultural Education and Communications including increasing the number of students in the department. Specifically, transfer students, traditional and non-traditional agricultural education and communication market, and minority students. The current nature of this problem is simple. If the department does not reach out to a more diversified audience, the growth of the department will be stunted.

According to our research, three out of the 20 transfer students surveyed did not receive any recruitment materials from the Department of Agricultural Education and Communications. Two of the 20 students surveyed were of a different ethnicity other than Caucasian. This, along with observational data shows the lack of diversity and communication between the department and prospective transfer students.

To accomplish our goals, while addressing these threats and conflicts, we seek to establish a better connection between the department and possible transfer students by implementing a recruitment program specifically for transfer students in the department's partnering schools. Social networking will also be used to help establish this relationship. Our main objectives are summarized and listed below.

Objectives

1. Establish a better connection between the department and potential transfer students. We plan to focus on the geographical areas around Lubbock and the University's partnering schools. We also plan on focusing on students who will help make the department more diverse. Our goal is to gain 100 followers on Twitter and gain 100 "likes" on Facebook within the first six months of the pages being activated.
2. Set up a recruitment program that focuses on transfer students. The new recruitment program will help us establish a one-on-one connection with possible students, help them understand what classes will be like and let them know of all the opportunities that the department has to offer that correspond with our opportunities section of our SWOT analysis. We hope to have five transfer students from the department serve as mentors to prospective transfer students. These students will travel to specified colleges and recruit students to come to the University. Our goal is to have 10 new, diverse transfer students within the first year of this program being established.



Research Report

The Department of Agricultural Education and
Communications

Research Report

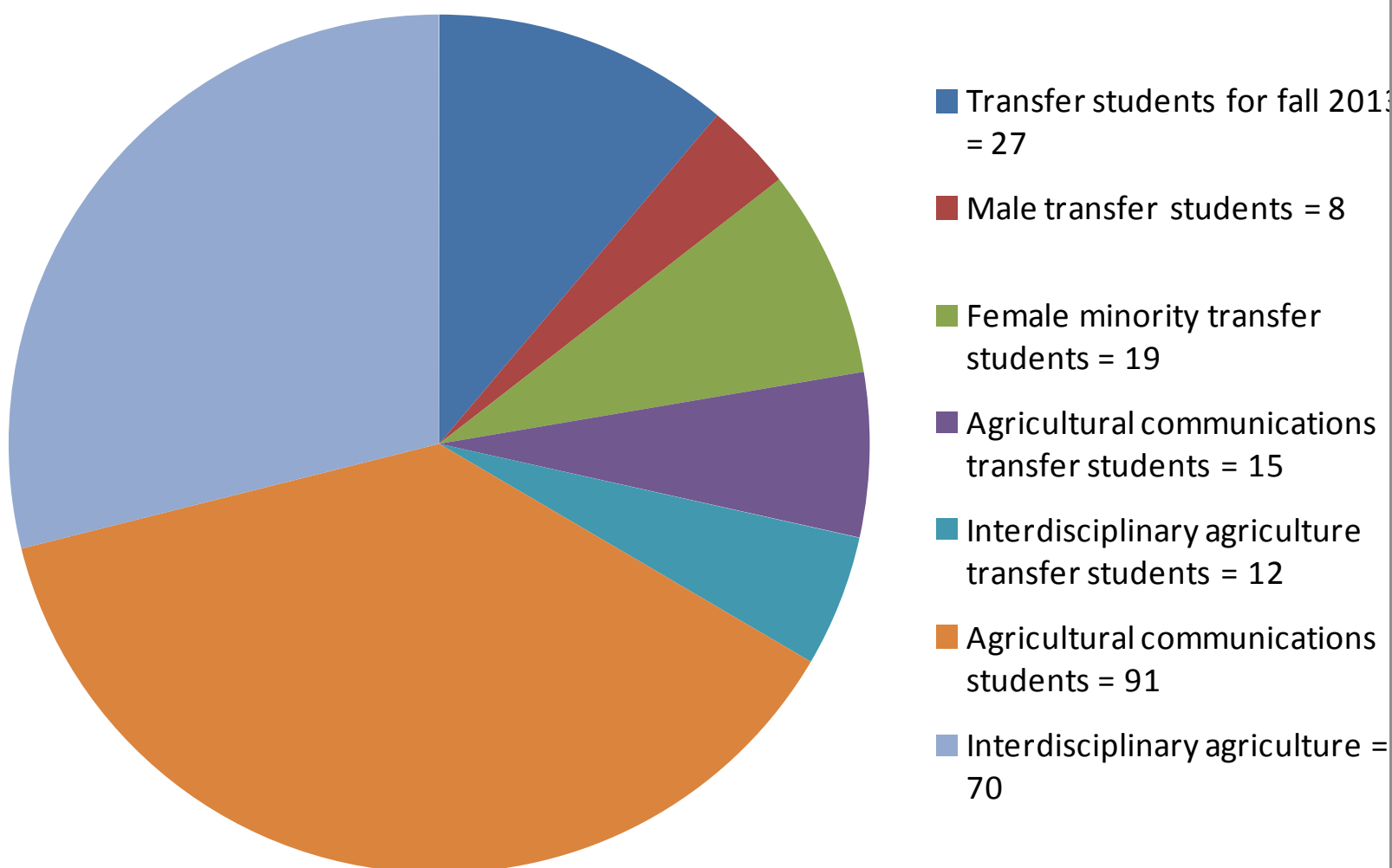
Introduction:

This campaign addresses issues faced with recruiting students into the Department of Agricultural Education and Communications specifically targeting transfer students.

The research focuses primarily on why students are choosing the department, what influences their decision to transfer to the department, and how well they were recruited.

Background information/Secondary research:

Secondary Research for the Department of Agricultural Education and Communications



Client information provided:

Information about the Department Agricultural Education and Communications, obtained from our client was that currently there are no recruiting events in the department. When it comes to mailings, the department sends out congratulations letters to the students that are accepted into the department. Most of the letters sent out are to freshmen and transfer students, but mainly to the freshmen. When it comes to recruiting, the main areas the department focuses on for transfer students are scholarships, class size, faculty advising, club and organizations, and judging teams. The department does not have direct funds for recruiting, but the department uses what is available to them. The department itself does not have any special scholarships to incoming freshmen and transfer students, but the way the application is set up, students can apply to qualify for a Texas Tech scholarship.

External Sources:

A survey of 372 community college transfer students attending a large, public four-year university provide empirical evidence that those students who are best informed and who have most actively prepared for transfer are most likely to achieve higher grades and be more satisfied in the university environment. The findings from this study also suggested that patterns of academic and social involvement shift as students move from two-year college settings to a four-year university. The article conclude with a discussion of pre-transfer and preparation along with post-transfer experiences, influence community college transfer students achievement and satisfaction. This can be instituted at both two and four-year institutions to assist community college transfer students in making a successful transition to a four-year college or university (Berger/Malaney 2003.)

The most often used recruitment strategies as reported by agriculture teachers were, contacts with feeder schools, individual contact by the agriculture teacher and student contact with other potential students, utilization of the FFA, use of various publications (promotional brochures, videos, posters, bulletin boards, newsletters, newspaper, radio, television, and school announcements), a strong agriscience curriculum, use of support groups of the agricultural

education program and the FFA chapter, and the use of special recruitment events (Myers, Dyer, Breja 2003.)

We found that academic performance has large effects on likelihood of retention and transfer; academic self-discipline, pre-college academic performance, and pre-college educational development have indirect effects on retention and transfer; and college commitment and social connectedness have direct effects on retention (Allen, Robbins, Casillas 2008.)

Purpose and Objectives:

The purpose of this research was to determine the areas of recruiting that our department is lacking for transfer students. This study was guided by the following research questions:

- What factors influenced students' decision to transfer to the Agricultural Education and Communications department?
- What geographical areas are the students transferring the most from?
- How did social media or mailings impact the students' decision to choose their department?

Methodology:

The research was conducted through a survey to various transfer students throughout the Department of Agricultural Education and Communications. The research was conducted via survey by asking males and females in current classes if they were a transfer student. By conducting a survey, we were able to focus on more students in less amount of time. The sample consisted of 21 transfer students who are at a sophomore to senior standing, and who range in age of 19 to 23 years old. They were selected because they know firsthand of the recruiting process. These students have their own ideas, interpretations, and opinions on how well they were recruited and the areas of weaknesses the department has. The demographic sample was a mixture of all ages, races, and genders from both majors of interdisciplinary education and agricultural communications.

Findings:

Through our findings, we have come to the conclusion most transfer students decided to come to Tech because of the influence that professors have on them, the location of the school, and influences that current students have had on them. According to our research, 10 out of the 21 transfer students surveyed did not receive any recruitment material from the department. By closely keeping in contact with community colleges we can obtain an email list and be able to send out emails or brochures to these students that show interest in agriculture, so that they have a better understanding of the department. The largest geographical area that current transfer students are transferring from is community colleges in the West Texas area.

Application:

By analyzing our research, we found the main factor the department is missing in recruiting prospective transfer students is establishing a better connection with the department and community college students. By using this research we have fit our campaign to find and fix the exact areas the department is suffering in recruiting transfer students.

1. Did you transfer to Texas Tech University from a community college or other four year university?	Yes- 18 No- 4
2. What is your major?	Agricultural Education- 1 Agricultural Communications- 12 Interdisciplinary Agriculture- 5
3. Were there key factors in choosing the Department of Agricultural Education and Communications? Ex: Professors, degree program, influenced by friends etc.	Yes- 13 No- 5 Scholarships offered- 1 Location- 3 Professors and degree program- 8 Friends or Relatives attending Texas Tech- 2 Influenced by friends- 2 Livestock Judging
4. Which community college or university did you attend before transferring to Texas Tech?	South Plains College/ Levelland, TX- 5 Western Texas College/ Snyder, TX-3 West Texas A&M/ Canyon, TX- 2 Tarleton/ Stephenville, TX-1 Weatherford College/ Weatherford, TX- 1 Coker/ Mt. Vernon, IA Casper College/ Casper, WY Tarleton State University/ Stephenville, TX Connors State College/ Warner, OK Clarendon College/ Clarendon, TX Redlands College/ El Reno, OK
5. In what year did you transfer to the Department of Agricultural Education and Communications?	Fall of 2010-1 Spring of 2011- 1 Fall of 2011- 5 Spring of 2012-2 Fall of 2012- 6 Spring of 2013- 1 Fall of 2013- 2 Other_____
6. Did you receive any print recruitment	Yes- 4

materials from the Department of Agricultural Education and Communications in high school?	No- 14
7. Did you receive any print recruitment materials from the Department of Agricultural Education and Communications during community college?	Yes- 6 No- 10 I did not attend Community College- 2
8. Did you request information from the Department of Agricultural Education and Communications prior to applying to Texas Tech University?	Yes- 8 No- 10
9. Did you attend a college day at Texas Tech University prior to transferring?	Yes- 8 No- 10
10. Were you in contact with the professors of the Department of Agricultural Education and Communications during your transfer process?	Yes- 11 No- 7
11. Which of the following recruitment materials or efforts did you receive from the Department of Agricultural Education and Communications: (check all that apply)	Letters- 9 Postcards- 6 Flyers- 4 Newsletters- 2 Emails- 8 Phone calls- 3 College fair- 1 None- 3 Other: _____ -
12. Did you receive scholarships to attend the community college you attended before Texas Tech?	Yes- 14 No- 4
13. Did you receive scholarships to attend another university before you attended before Texas Tech?	Yes- 10 No- 8

14. Did you receive scholarships to attend Texas Tech?	Yes- 12 No- 6
15. Did you apply for scholarships after you had transferred to Texas Tech?	Yes- 13 No- 5
16. Did you receive scholarships after you had transferred to Texas Tech?	Yes- 12 No- 6
17. Which of the following means did you use to receive information about the Department of Agricultural Education and Communications before transferring? (check all that apply)	Directly from the Department's professors- 10 Texas Tech University website- 9 Social media-2 Recruitment mailings- 3 University day-2 Word of mouth- 10 Parents-3 Friends- 9 Other _____ -
18. In what year were you born?	1990-1 1991-8 1992-7 1993-2
19. What is your classification?	Freshman- Sophomore- Junior -4 Senior-12 5 th Year Senior- 1 Other- 1 " Graduate May 2012"
20. What is your hometown and state?	Blackwell, TX-2 Slaton, TX-1 Garden City, TX-1 Snyder, TX-1 Rocky Ford, Colorado-1 Morton, TX-1 Holliday, TX-1 Gail, TX-2 Pampa, TX-1 San Antonio, TX-1 Merrimack, IL-1

	Buffalo, WY-1 Pensacola, FL Zabcikville, TX Lubbock, TX Dora, NM
21. What is your gender?	Male- 2 Female- 16
22. Ethnicity	Caucasian- 16 Hispanic- 2 African American- Asian- Other-
23. How many social or civic organizations are you involved in?	0-1 1-4 2-4 3-5 4- 1 5-1 7-2
24. How would you rank that involvement? (1 being not involved and 10 being very involved)	0- 1- 2- 1 3- 4- 2 5- 1 6- 3 7- 3 8- 5 9- 10- 3



Strategies and Tactics

The Department of Agricultural Education and
Communications

Strategies and Tactics

Media Mix:

For our primary and secondary audiences we will focus our advertising efforts on social media and newsletters sent out quarterly through email. We have chosen these media because with our target audiences being spread out across three different states, it will be easier to target our audiences and get our message out digitally. With the growing use of social networking, we will be able to close the gap between prospective students and the department.

We feel with the cost of traditional media being so high, this will allow us to save some of our budget and use it in different ways such as implementing a recruitment program specifically directed toward community college students.

Message:

Our primary goal is to establish a better relationship between the Department of Agricultural Education and Communications and possible transfer students from the University's partnering community colleges. Our key message to all audience members will be to transfer to Texas Tech and declare a major within the Department of Agricultural Education and Communications. We feel that if we can sell the department's top four strengths from our SWOT analysis (small class sizes, family environment, student/professor relationships and the student organizations), we can easily convince prospective students to major within the Department of Agricultural Education and Communications.

Outlets and Launch:

Due to the popularity of social networking, Southern Belle Productions believes the most impactful way to reach our target audiences is to advertise the Department of Agricultural Education and Communications and help bridge the gap via social media outlets. Links to social media will be advertised on the quarterly newsletters that will be sent out, as well as made known by word of mouth at recruitment days.

Newsletters will provide an effective and easy way to target our audience at one time. From the connections that each member of our team has, we have been able to contact advisors from community colleges and obtain an email list for quarterly newsletters.

Newsletters- Newsletters will be sent out every three-months and will highlight the process prospective students need to be taking in order to transfer to Texas Tech University and major within the Department of Agricultural Education and Communications. Along with information on how to transfer, the newsletter will highlight any new and exciting events or student success stories within the department. Links to all social media and the department's website will be at the bottom.

The first launch of the department's newsletter will occur January 15, 2014. The first newsletter will highlight steps to transfer, what the department can offer prospective students, student success stories, and contact information to schedule students from the recruitment program to visit. Newsletters will be made by using the free internet program "MailChimp." We will obtain contact information by sign-up sheets on the website, personal connections of community college advisors and professors, and recruitment days.

Recruitment Program- The recruitment program focuses specifically on the transfer of community college students. This will help us establish a one-on-one connection with possible students, help them understand what classes will be like and let them know of all the opportunities that the department has to offer that correspond with our opportunities section of our SWOT analysis. We hope to have five transfer students from the department serve as mentors to prospective transfer students. These students will travel to specified colleges and recruit students to come to the University.

Social Media:

Facebook- Create a Facebook page entitled “Texas Tech Department of Agricultural Education and Communications” and invite current students within the department, and alumni to “like” the page. This will get current students engaged, as well as, allow a word of mouth type of way to get more “likes”. This page will not only keep current students and alumni updated on what is going on in the department, but will allow a glimpse of what majoring in the department is like for prospective students.

The launch of the Facebook page will take place on January 1, 2014. Posts will take place at least twice a week and will appear on business days only, unless an emergency takes place. The cost for the Facebook page will be the time of the person making the posts.

Twitter- Create a Twitter account for the department. This account may be utilized similarly to the Facebook page as an outlet to keep followers up-to-date on events and other important information from the department. Where Facebook allows longer, more detailed posts, Twitter will allow followers to receive shorter, to the point updates. Creating hashtags for the department such as #TTUAGED #TTUAGCOMM will help promote the department and engage with other followers.

The Twitter account will launch the same day as the Facebook page. Posts will happen at least once a day (5 times a week) and will also only occur on business days. The cost for the Twitter page is time for the person who is in charge of writing the tweets.

Possible Facebook and Twitter posts will include:

- Extracurricular activities information (dates of meetings, announcements and reminders)
- Student success stories
- Student highlights
- Study abroad opportunities
- Important reminders ex: register for classes, events, weather delays, etc.

- Information for transferring to the Department of Agricultural Education and Communications
- Information on University days and the transfer student recruitment program.
- Links to other websites ex: Texas Tech University's homepage, the department's Twitter account, the College of Agricultural Sciences and Natural Resources webpage, etc.

Integration:

Each medium used for advertising and awareness purposes will be integrated together by three key features:

- Consistent messages and goals between each medium
- Consistent logo, style, color and content to signify awareness
- All media will have calls to action to see other mediums ex: "See our Facebook page," "Follow us on Twitter," or "Sign up for our newsletters"

This combination of multi-media will focus efforts on our target audiences with minimum expense while remaining within budget. Our outlets allow us to reach our objectives by establishing a better connection between the department and possible transfer students and implementing a recruitment program.

Gantt Chart

Task	Date Assigned	Person Responsible	Deadline
Department newsletter	December 30, 2013	Laurin Spraberry & Manuela Saavedra	January 15, 2014
Create a Facebook account	December 18, 2013	Shylo Rinehart	January 1, 2014
Create a Twitter account	December 18, 2013	Tyler O’Neal	January 1, 2014
Create, edit, and send out newsletters every three months until graduation	January 16, 2013	Laurin Spraberry & Manuela Saavedra	May 17, 2014
Post twice a week on Facebook until graduation	January 1, 2014	Shylo Rinehart	May 17, 2014
Post once a day, (5 times a week) on Twitter until graduation	January 1, 2014	Tyler O’Neal	May 17, 2014



Budget

The Department of Agricultural Education and
Communications

Budget

Description	Budget
Social Media	
Facebook	Time expense only
Twitter	Time expense only
Subtotal:	\$ -
Mailings	
Newsletter will be send out every 3 months for a year using Mail Chimp	Time expense only
Subtotal:	\$ -
Travel Expenses for Requirement	
Gas:	\$ 200.00
Candy: 1 bag of assorted candy (\$3.50 x 2)	\$ 7.00
Pencils: 1 Box (quantity of 72) (3 x \$6.00)	\$ 18.00
Pens: 4 Box (quantity of 50) (4 x \$7.00)	\$ 28.00
Business Cards: 100 (3.5x2) mate 4/4 color	\$ 50.00
Subtotal:	\$ 303.00
Grand Total:	\$ 303.00



Evaluation

The Department of Agricultural Education and
Communications

Evaluation

From our results we have concluded that many transfer student first hand contacted the department and where in constant contact with professor throughout their transferring process.

Efforts that the department can make is:

- Survey: for the next two years a survey needs to be passed out among the new transfer students who come into the department and evaluate what efforts contributed as to why the student decided to attend Tech.
- Evaluating Other Mediums:
 - Social Media: We can closely keep an eye on how many people have liked our Facebook and how many followers are following our Twitter accounts, at the end of the year. We can closely evaluate this over the period of two years.
 - Student Records: Through this medium we can closely see how many students have transferred in during the year over a period of two years.
 - Mailing list: Through mailing lists we can counting to keep in close contact with advisors and professors from: Western Texas College, West Texas A&M and South Plains College. In this effort we can keep growing our mailing list as well as letting the college know what new efforts we have in place for recruiting transfer students.



IMC Toolbox

The Department of Agricultural Education and
Communications



TEXAS TECH UNIVERSITY

Department of Agricultural Education and Communications

NEWS RELEASE

FOR IMMEDIATE RELEASE

November 25, 2013

Contact: Tyler O'Neal- 806-440-4842

Department of Agricultural Education and Communications Implements a New Recruitment Program Targeting Potential Transfer Students

LUBBOCK, TEXAS – The Department of Agricultural Education and Communications at Texas Tech University will begin implementing new steps to increase the number of transfer students within the department. The department offers students a family-like atmosphere where teachers know their students on a personal level and are available to help them with various projects, advising and job applications.

The new recruitment program, January 2014, will consist of a social media campaign via daily posts to Twitter and bi-weekly Facebook posts. The department will also begin sending out a departmental newsletter every three months for the course of a year to potential transfer students.

For more information, please contact Dr. Steven Frazee at 806-834-7115 or by email at steven.frazee@ttu.edu or visit our website at <http://depts.ttu.edu/aged/>.

###



TEXAS TECH UNIVERSITY

College of Agricultural Sciences & Natural Resources™

SITE MAP

WWW.TTU.EDU/AGED

AGRICULTURAL EDUCATION AND COMMUNICATIONS

HOME PAGE

THE DEPARTMENT

TRANSFER STUDENT QUOTES

NEW STUDENT TIPS

CONTACT PAGE

- FEW INTERESTING FACTS ABOUT
- THE DEPARTMENT AND ITS ORGANIZATIONS.

- FEW INTERESTING FACTS ABOUT NEW STUDENTS IN THE DEPARTMENT RECENTLY.

- FEW TRANSFER STUDENT QUOTES ABOUT WHY THEY JOINED THE DEPARTMENT.

- WAYS TO CONTACT THE DEPARTMENT



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College of Agricultural Sciences & Natural Resources™

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AGRICULTURAL EDUCATION AND COMMUNICATIONS DEPARTMENT



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DEPARTMENT FACTS

ACT "AGRICULTURAL COMMUNICATORS OF TOMORROW"

COLLEGIATE FFA

COLLEGIATE 4-H

SMALL CLASS SIZES

GOOD TEACHERS

GOOD ADVISORS

TTU SEARCH



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TRANSFER STUDENT QUOTES

- "I CAME TO TEXAS TECH BECAUSE THE DEGREE PROGRAM FIT ME A LOT BETTER THAN ANY OTHER ONE."
- "AFTER MEETING WITH MY ADVISORS AND PROFESSORS I KNEW THIS WOULD BE THE RIGHT FIT FOR ME."
- "I HEARD GOOD THINGS ABOUT MY MAJOR FROM ONE OF MY FRIENDS."
- "PROFESSORS MADE ME FEEL LIKE TECH WOULD BE A PLACE WHERE THEY WOULD KNOW MY NAME."
- "THE LOCATION WAS CLOSE TO HOME."

TTU SEARCH



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NEW STUDENT TIPS

HOW TO TRANSFER?

- FILL OUT APPLICATION: [CLICK HERE](#)
- SEND TRANSCRIPTS
- FILL OUT SCHOLARSHIPS
- DECLARE MAJOR
- CONTACT PROFESSORS
- CHOOSE ADVISOR
- SIGN UP FOR CLASSES

STRIVE FOR HONOR

TTU SEARCH



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DEPARTMENT PHONE NUMBER:
806-742-2816

FAX NUMBER: 806-742-2880

BOX 42131- LUBBOCK, TX 79404-
2131

- SIGN UP FOR OUR NEWSLETTER.
- FIND US ON FACEBOOKE AND TWITTER



- DR. FRAZE ; IN CHARGE OF THE DEPARTMENT.

TTU SEARCH

Hand in Hand
the Department of Agricultural
Education and Communications
is Paving the Road ONE
STUDENT at a Time



TEXAS TECH UNIVERSITY

College of Agricultural Sciences <http://www.depts.ttu.edu/agriculturalsciences/>
& Natural Resources

Degree Programs

The department supervises the following degree programs:

- Bachelor of Science in Interdisciplinary Agriculture (teaching or leadership options)

- Bachelor of Science in Agricultural Communications

- Master of Science in Agricultural Education

- Master of Science in Agricultural Communications

- Doctor of Education in Agricultural Education

The department participates in the interdepartmental program leading to the Master of Agriculture degree with an option in agricultural communications or agricultural extension education.



We Want *You!*

Contact us:
15th & Detroit
Box 42131
Lubbock, TX 79409-2131
Phone: 806-742-2816
Fax: 806-742-2880



in the Texas Tech
Department of
Agricultural
Education And
Communications!

Fun~N~Games

The department offers students various ways to get involved with extracurricular groups as well as community involvement. Interested students may join:

- Agricultural Communicators of Tomorrow (ACT)
- Collegiate Future Farmers of America (CFFA)
- Collegiate 4-H
- Ag Council



National Agricultural
Communicators
of Tomorrow



Get out... of town!

As a member of the department, you will have numerous opportunities to study abroad.

Each summer, the department offers two different study abroad trips.

For students who are interested, the agricultural education faculty takes a group of departmental students to Costa Rica, while the faculty of agricultural communications alternates trips to explore various parts of England and China.

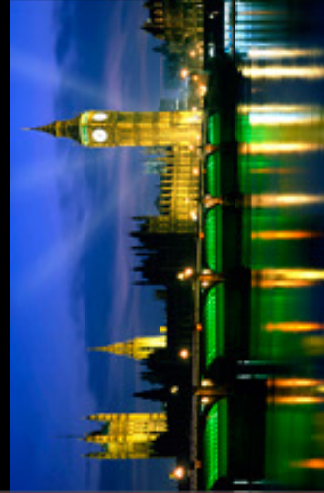


Great Wall of China



Waterfalls in Costa Rica

Big Bend, London, England



About the department

In the Department of Agricultural Education and Communications, you will be part of a family-like atmosphere and have the opportunity to attend various classes at the university. Teachers in the department know their students and are available to help students with class projects, advising, and job applications.

Departmental faculty use a student-centered approach to show the students how to function in successfully in today's fast-paced, technologically advanced job market. The department works closely with the College of Education and College of Mass Communications to offer valuable degree program.



Texas Tech Agricultural Education and Communications building



References and Appedix

The Department of Agricultural Education and
Communications

References

Research Papers:

- Assessing the Transition of Transfer Students from Community College to a University. Journal of Student Affairs Research and Practice. Joseph B Berger / Gary D. Malaney. Volume 40, Issue 4, Pages 533–555, ISSN (Online) 1949- 6605, DOI: 10.2202/1949-6605.1277, October 2003. [http://www.degruyter.com/dg/viewarticle/j\\$002fjsarp.2003.40.4.1277\\$002fjsarp.2003.40.4.1277.xml;jsessionid=82EF58DCB70C0E3A74B98929906C6C0B](http://www.degruyter.com/dg/viewarticle/j$002fjsarp.2003.40.4.1277$002fjsarp.2003.40.4.1277.xml;jsessionid=82EF58DCB70C0E3A74B98929906C6C0B)
- Third-year College Retention and Transfer: Effects of Academic Performance, Motivation, and Social Connectedness. Research in Higher Education. Jeff Allen, Steven B. Robbins, Alex Casillas, In-Sue Oh. November 2008, Volume 49, Issue 7, pp 647-664. <http://link.springer.com/article/10.1007/s11162-008-9098-3>
- Recruitment Strategies and Activities Used by Agriculture Teachers. Journal of Agricultural Education. Volume 44, Number 4, 2003. Brian E. Myers, Graduate Research Assistant James E. Dyer, Assistant Professor University of Florida Lisa M. Breja, Director of Graduate Student Services Iowa State University. <http://pubs.aged.tamu.edu/jae/pdf/vol44/44-04-94.pdf>

Appendix

The following questions ask Texas Tech University's Department of Agricultural Education and Communications transfer students questions about key factors that impacted your decision to transfer to Texas Tech. If you do not feel comfortable answering a question, feel free to skip it and move on to the next question.

Once the questionnaire is complete, please return this document to Laurin Spraberry, Skylo Rinehart, Tyler O'Neal or Manuela Saavedra. This questionnaire will take approximately 15 minutes to complete.

The information you disclose is purely confidential. Do not put your name anywhere on this document as your personal information will not be disclosed.

1. Did you transfer to Texas Tech University from a community college or other four year university? (please place a check mark next to the appropriate box)

- ☐ Yes
- ☐ No

If yes, please continue completing the questionnaire. If no, please return the questionnaire to Laurin Spraberry, Skylo Rinehart, Tyler O'Neal or Manuela Saavedra.

Section I: Transfer student questions.

Directions: Place a check mark next to the appropriate answer or legibly write your answer in the blanks provided.

2. What is your major?

- ☐ Agricultural Education
- ☐ Agricultural Communications
- ☐ Interdisciplinary Agriculture

3. Were there key factors in choosing the Department of Agricultural Education and Communications? Ex: Professors, degree program, influenced by friends etc.

- ☐ Yes
- ☐ No

If answered "yes", please explain by writing your answer in the space provided below:

4. Which community college or university did you attend before transferring to Texas Tech?

Community college/University

Location (town, state)

5. In what year did you transfer to the Department of Agricultural Education and Communications?

☐ **Fall of 2010**

☐ **Spring of 2011**

☐ **Fall of 2011**

☐ **Spring of 2012**

☐ **Fall of 2012**

☐ **Spring of 2013**

☐ **Fall of 2013**

☐ **Other** _____

6. Did you receive any print recruitment materials from the Department of Agricultural Education and Communications in high school?

☐ **Yes**

☐ **No**

7. Did you receive any print recruitment materials from the Department of Agricultural Education and Communications during community college?

☐ **Yes**

☐ **No**

☐ **I did not attend a community college**

8. Did you request information from the Department of Agricultural Education and Communications prior to applying to Texas Tech University?

☐ Yes

☐ No

9. Did you attend a college day at Texas Tech University prior to transferring?

☐ Yes

☐ No

10. Were you in contact with the professors of the Department of Agricultural Education and Communications during your transfer process?

☐ Yes

☐ No

11. Which of the following recruitment materials or efforts did you receive from the Department of Agricultural Education and Communications: (check all that apply)

☐ Letters

☐ Postcards

☐ Flyers

☐ Newsletters

☐ Emails

☐ Phone calls

☐ College fair

☐ None

☐ Other: _____

12. Did you receive scholarships to attend the community college you attended before Texas Tech?

☐ Yes

☐ No

13. Did you receive scholarships to attend another university before you attended before Texas Tech?

☐ **Yes**

☐ **No**

14. Did you receive scholarships to attend Texas Tech?

☐ **Yes**

☐ **No**

15. Did you apply for scholarships after you had transferred to Texas Tech?

☐ **Yes**

☐ **No**

16. Did you receive scholarships after you had transferred to Texas Tech?

☐ **Yes**

☐ **No**

17. Which of the following means did you use to receive information about the Department of Agricultural Education and Communications before transferring? (check all that apply)

☐ **Directly from the Department's professors**

☐ **Texas Tech University website**

☐ **Social media**

☐ **Recruitment mailings**

☐ **University day**

☐ **Word of mouth**

☐ **Parents**

☐ **Friends**

☐ **Other _____**

Section II: Demographic Information

Directions: Place a check mark next to the appropriate answer or fill in the blank provided.

18. In what year were you born? _____

19. What is your classification?

- ☐ Freshman
- ☐ Sophomore
- ☐ Junior
- ☐ Senior
- ☐ 5th Year Senior
- ☐ Other

20. What is your hometown and state? _____

21. What is your gender?

- ☐ Male
- ☐ Female

22. Ethnicity (Circle one)

- ☐ Caucasian
- ☐ Hispanic
- ☐ African American
- ☐ Asian
- ☐ Other

23. How many social or civic organizations are you involved in?

24. How would you rank that involvement? (1 being not involved and 10 being very involved)

0 1 2 3 4 5 6 7 8 9 10

Please feel free to provide any additional comments about your transfer experience to Texas Tech in the space provided below. Thank you again for taking the time to complete this survey. Your participation is appreciated