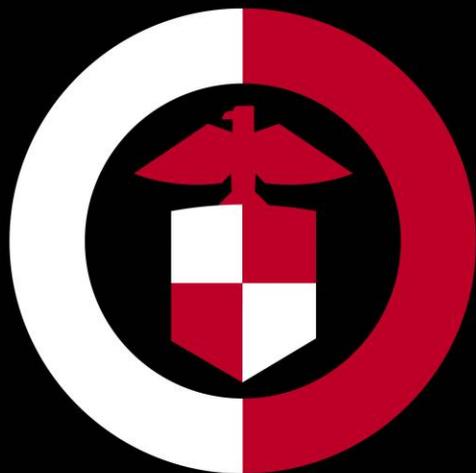


Eyes on the Horizon: Texas Tech's Centennial Celebration

Blayne Beal

*Director of Centennial Coordination
Texas Tech University*



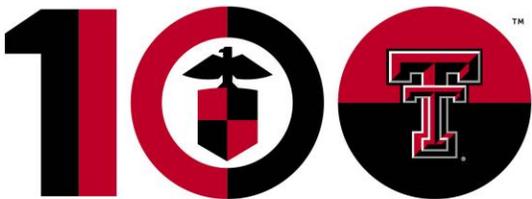
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Eyes on the Horizon

Texas Tech's Centennial Celebration

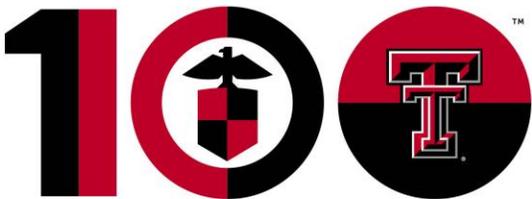
Texas Tech University

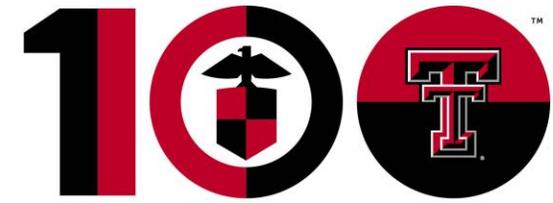
- Location: Lubbock, Texas
- Founded in 1923 as the third state-funded institution of higher education in Texas.
- Opened in 1925 with an enrollment of 914 students. Lubbock's population at the time was just over 3,000.
- Today, Texas Tech has an enrollment of 41,000 students and Lubbock's population has swelled to over 300,000 ranking as the 9th largest city in Texas.



Texas Tech University

- Participated in three athletic conferences in our history. The Border Conference, The Southwest Conference, and the Big 12 Conference.
- Notable Alumni
 - Sheryl Swoopes:** Greatest women's basketball player of all time. First woman to have an athletic shoe named for her (Air Swoopes).
 - Patrick Mahomes:** Two-Time NFL MVP, Two-Time Super Bowl MVP, Two-Time Super Bowl Champion
 - Scott Pelley:** Anchor of 60 Minutes (CBS News)
 - Gen. Charles Q Brown, Jr.:** Chairman of the Joint Chiefs of Staff





Centennial Organizational Structure

Blayne Beal, Director of Centennial Coordination



Centennial Planning Committee



Subcommittees



Agency of Record (TRG)



Centennial Planning Committee

Faculty Senate President

Staff Senate President

Student Government Association President

VP/Chief Marketing Officer

VP/Enrollment Management

Athletics

Advancement (Development)

Alumni Association

Alumni Association National Board Rep.

Provost Office

President's Office

Subcommittees

Marketing & Communications

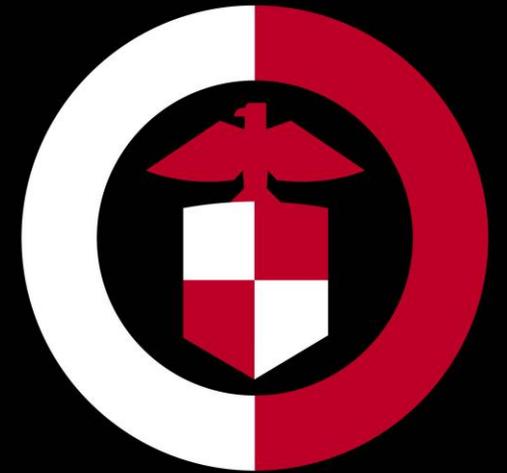
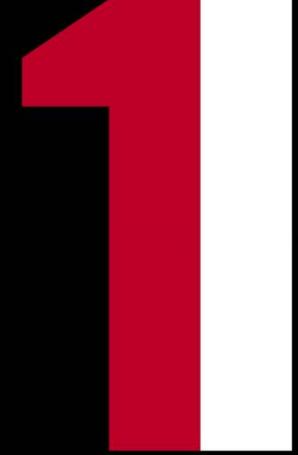
Events

Volunteerism & Service

Student Engagement

Alumni Engagement

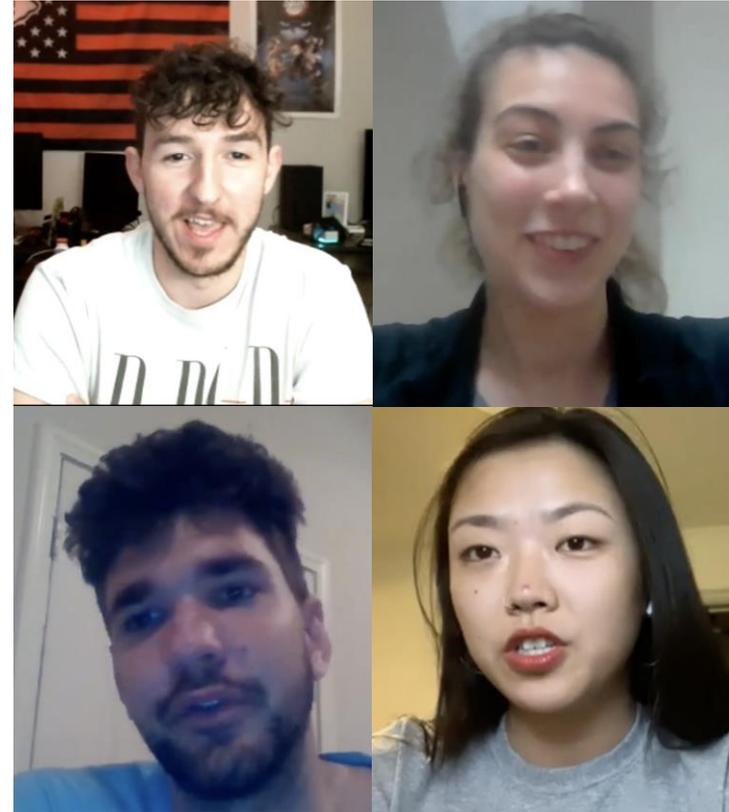
Research



Discovery Process

Individual Stakeholder Interviews (via Zoom) - these stakeholders included executive university administration, dean's, and community leaders.

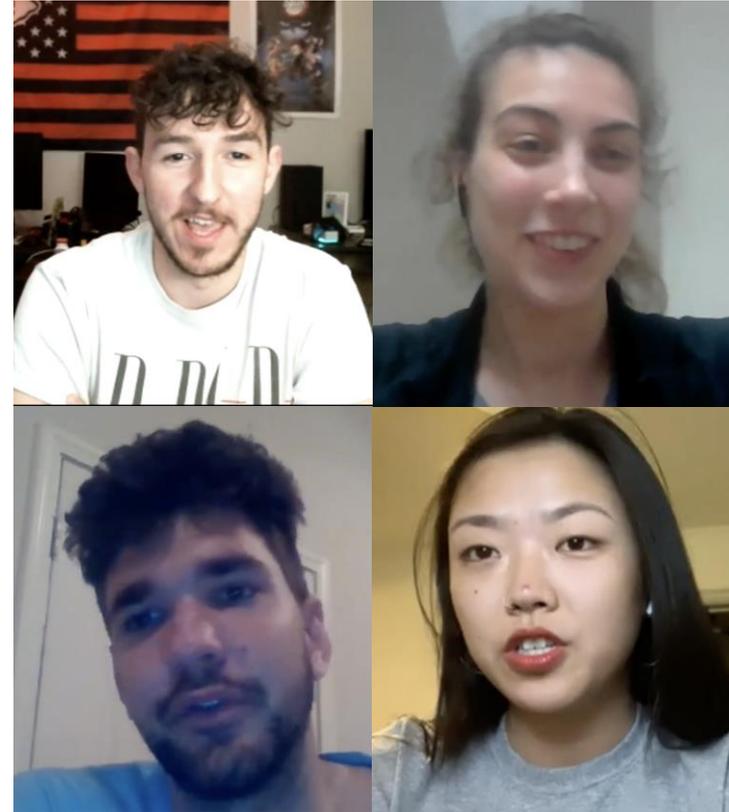
Focus Groups (via Zoom)— a total of six focus groups were conducted using a diverse collection of current and prospective students.



Discovery Process

Internal Stakeholder Survey – this qualitative survey was sent to associate deans, department chairs, managing directors, head coaches, associate and assistant vice presidents and satellite campus representatives.

Alumni Spherical Survey– this qualitative survey was sent to a targeted group of alumni and was based on factors such as age and engagement.

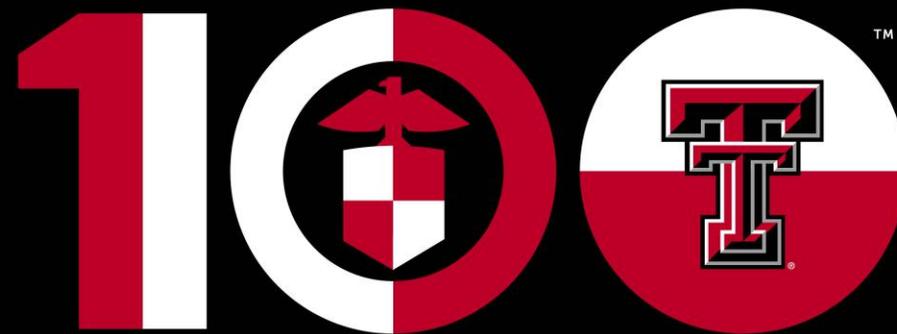


Discovery Process

Brand Geometry Survey– this quantitative survey was sent to all students, faculty, staff and alumni. It was also sent to a targeted group of prospective students.

- Measures relative similarity of brands and how it changes over time
- Measures the success of branding efforts and changes in consumer perceptions





TEXAS TECH UNIVERSITY
CENTENNIAL

Eyes on the Horizon



Texas Tech Centennial Brand Promise

Brand Vision

Empowering generations of leaders and doers

Brand Positioning

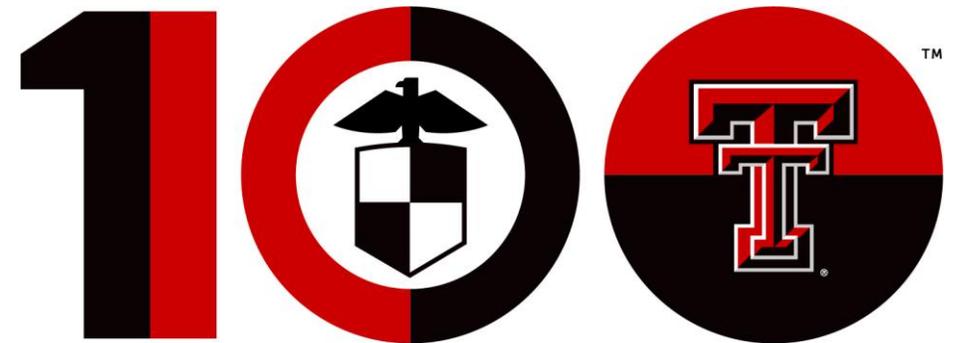
To those determined to reach beyond the horizon, Texas Tech University is the institution of higher education that creates a one-of-a-kind space where you can thrive

Brand Personality

A bold visionary who always answers the call

Brand Affiliation

A welcoming family that will forever stand tall



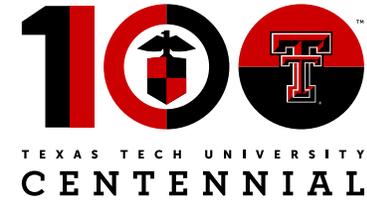
TEXAS TECH UNIVERSITY
CENTENNIAL



Brand Rollout

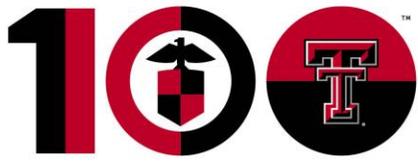
Brand Standards

Comprehensive branding document distributed to our various internal stakeholders. This document provided instructions on how to use the brand along with guidance on messaging.



BRAND STANDARDS
JANUARY 2022



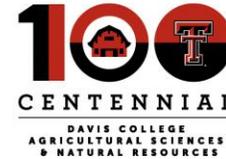
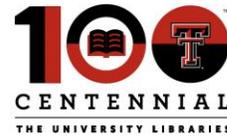


Brand Rollout

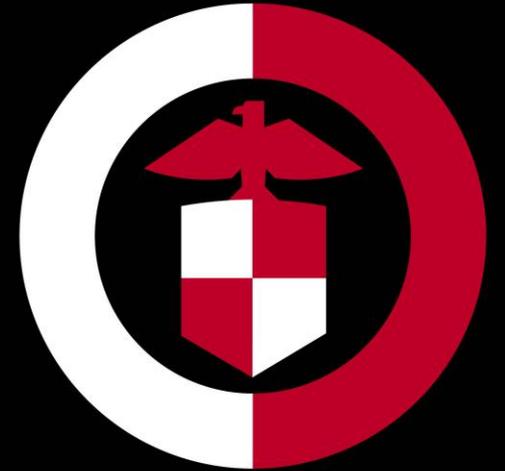
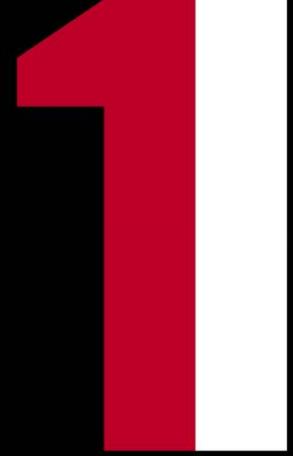
College Specific Marks

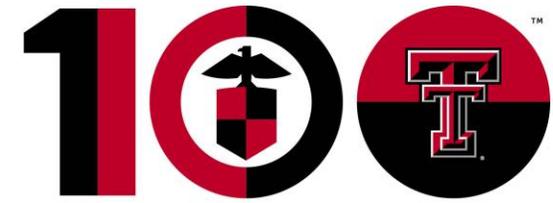
Each college was provided with a personalized centennial mark that was specific to that college.

Logo Extensions



Planning





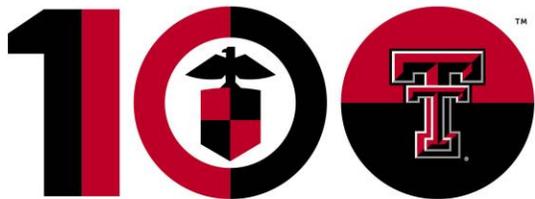
Centennial Organizational Structure

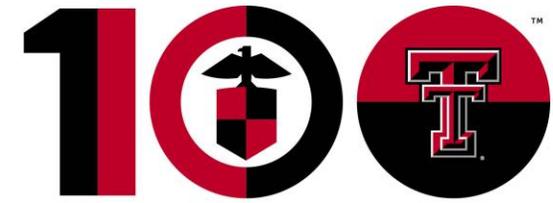
Based upon the results of our research and internal goals that we had set as a committee, our core objectives focused on the following:

- Executing a state-wide celebration with events in as many locations as possible.
- Executing a comprehensive volunteerism and service campaign
- Execute the largest marketing & communications campaign in school history.
- Generate national publicity (earned or paid)
- Engage our audiences through participation

Timeline

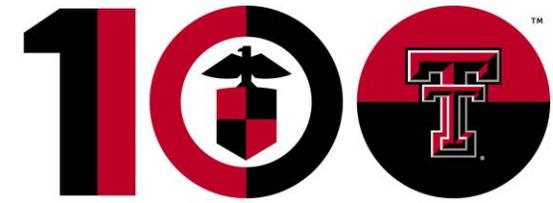
- Centennial Planning Committee formed in 2019 (4 years ahead of celebration)
- Blayne Beal took over as Director in 2020 (3 years ahead of celebration)
- Agency selection process began in fall of 2020 and selected in spring of 2021
- Research phase began in spring of 2021 and completed in early fall of 2021
- Event planning began in summer of 2021
- Branding deliverables ready in January of 2022
- Final pre-planning completed in July of 2022





Tactical Planning

- Marketing & Communications Tactical Plan
 - Created solely in Asana – a task management platform
 - Team included graphic designers, web designers, social media team, video, photography, marketing subcommittee, TRG, copywriters
- Events Tactical Plan
 - Created solely in Asana
 - Team included event subcommittee, major vendors (printers, fabricators), TRG, production company

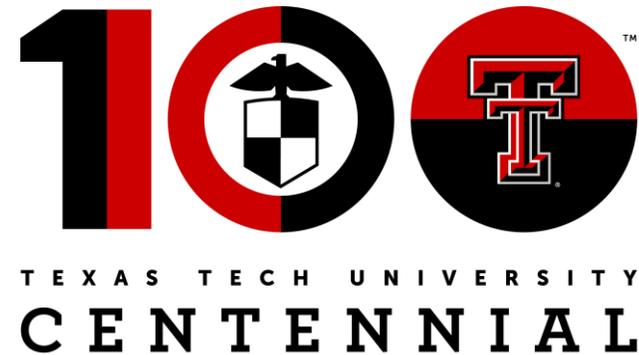


Tactical Planning

- Marketing & Communications Items Pre-Produced
 - Email Templates (newsletters, invitations, invitation reminders, event announcements, event reminders, merchandise, book sales, letters)
 - Printed Templates (postcards, tri-fold merchandise, stationary, etc)
- Events Items Pre-Produced
 - Banners, Step & Repeats, Cocktail Table Toppers, Cups, Napkins, Giveaway Items, Clothing, Decals, etc., Logo installations/photo opps
 - Centennial in a box – used for satellite and international campuses

Sponsorships

- Developed sponsorship packages and began making sponsor pitches in spring of 2022.
- We sold (5) Centennial Partnerships to the following:
 - JBB Advanced Technologies
 - Coca-Cola
 - Plains Capital Bank
 - Southwest Airlines
 - AT&T



Budget

- **Thanks to full buy-in from our University President, every budget request that I have submitted was granted.**
- **A celebration of this caliber is not cheap.**
- **Trials and tribulations of budgeting as the event and hospitality industry was reopening after COVID**
- **Current inflation in hospitality**



Execution



Celebration of a Century

- Held Announcement Event on August 25th – 100 Days from the start of our celebration.
- Kicked off with the 2022 Carol of Lights and will end with 2023 Carol of Lights
- More than 40 events
 - Lubbock
 - Dallas/Fort Worth
 - Houston
 - San Antonio
 - Washington, D.C.
 - New York, NY
- Centennial Exhibit at the Texas Tech Museum
- Centennial Exhibit at the State Fair of Texas



Celebration of a Century

- **Mobile Centennial Tour of Texas**
- **Centennial Book (100 Years, 100 Voices)**
- **Centennial Merchandise**
- **Founders Day 3-D Projection on the Administration Building**
- **Campus Centennial Logo Installations**
- **1 Million Hours of Volunteerism and Service**
- **Macy's Thanksgiving Day Parade**



The Big Announcement

August 25, 2022 – The first day of classes for the Fall 2022 semester and exactly 100 days from Carol of Lights, the official kickoff of our Centennial Celebration.

Eyes on the Horizon. An original production written and performed by Texas Tech students.

Logo was revealed publicly for the first time









Macy's
THANKSGIVING DAY
PARADE

DATE 8/25/22

PAY TO THE ORDER OF TEXAS TECH UNIVERSITY GOIN' BAND FROM RAIDERLAND \$10,000

TEN THOUSAND AND 0/100 DOLLARS

MEMO *Let's Have A Parade!*

★ macy's

















100
TEXAS TECH UNIVERSITY
CENTENNIAL

Centennial
Texas Tech -
University Gala

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Wuensche Fan









Join the celebration
#TTU100

EYES ON

TEXAS TECH UNIVERSITY
CENTENNIAL

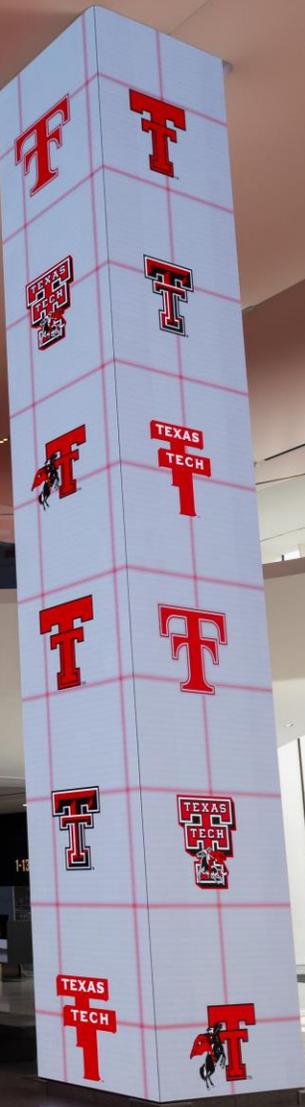
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ROCK & ROLL

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US DOT 2250732

Join the celebration

 100.ttu.edu
#TTU100

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WISH US A
HAPPY BIRTHDAY
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TT

100 YEARS, 100 VOICES

100

100 YEARS, 100 VOICES

TEXAS TECH UNIVERSITY



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EYES ON THE
HORIZON



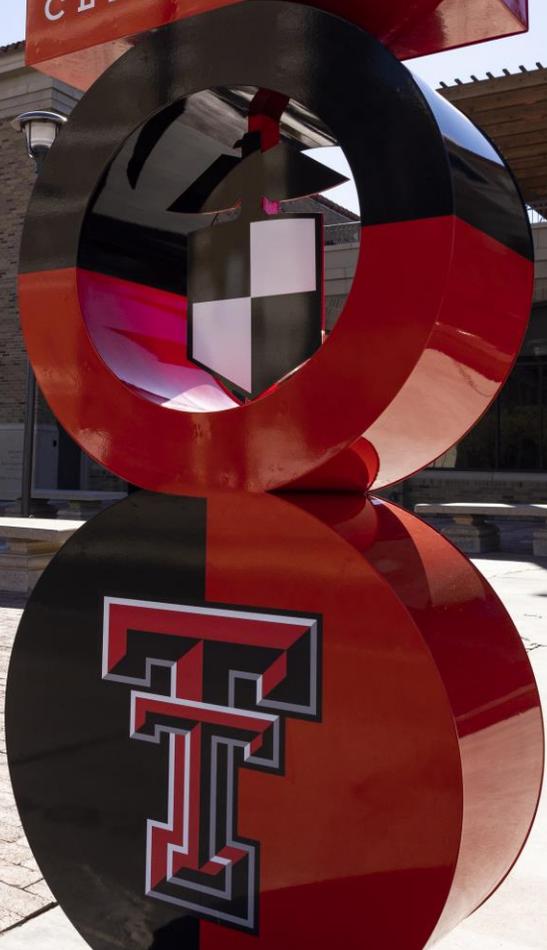








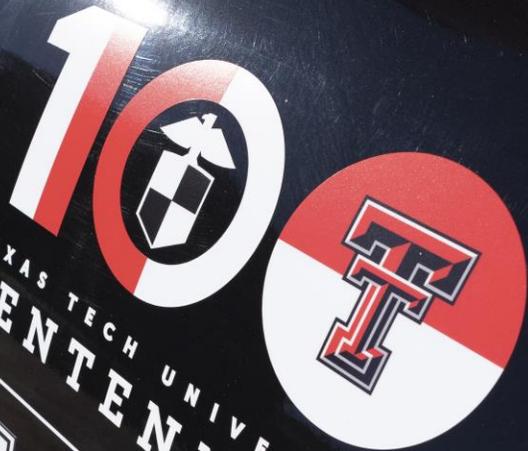
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FRAZIER ALUMNI PAVILION

THE
JOHN D. & SALLY A.
WIRMAN
PARK

Frazier Alumni Pavilion & Plaza



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CENTENNIAL



Experience the centennial
celebration at 100.ttu.edu
#TTU100



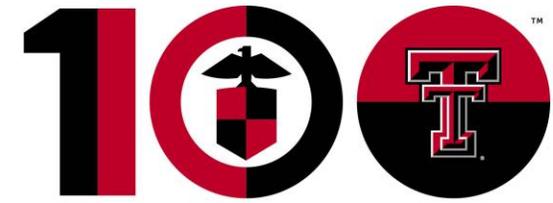
Measurement



What We Know Now

- Set a new enrollment record this fall with 41,000 students
- Set a record for new student applications for Fall 2024
- 2023 will be Texas Tech's most successful fundraising year in university history.
- Texas Tech secured a record amount of state funding
- Every Centennial event was a sellout and engagement across the board is at an all-time high
- More than 40,000 people have participated in our volunteerism campaign with 774,000 hours logged so far





What We Plan To Do

- Launch a post-campaign measurement study that will include surveys and focus groups to measure our success
- We will relaunch our brand geometry survey to track changes in sentiment since our first measurement three years ago
- Analyze campaign metrics for success

Legacy Projects

- Volunteerism & Service
- Campus Art Installation



Thank you!

Questions?

