



October 2, 2020

Dear Texas Tech University System Administration Team:

My name is Brady Crook and I am the Values Culture **Engagement Team** leader. Our team consists of five members: Jonathan Anders, Deonne Hearon, David Mondt, Renee Posey and myself. Our committee's purpose is to provide tools and opportunities for individuals to engage with and implement the TTUSA's **Shared Values** into their everyday lives. We will periodically evaluate engagement as well as what it means for individuals to live our Shared Values.

While it was challenging to gain momentum for our team's initiatives during the coronavirus pandemic, we are excited to be back together and are intently focused on moving forward with our plans to support a culture of engagement with our **Shared Values**. The initiatives we plan to implement include:

#### **A Robust Tool Kit**

- We have identified resources that will support each of us living our Shared Values. These resources will include a "field guide" for each of us to use while living our values. This field guide will be complete with a explanation of our values, resources and components needed to grow a robust values culture and a pledge to live our Shared Values. The pledge can be signed and turned in to receive a

commemorative pin for making this commitment. While participation is voluntary, our hope is for 100% participation. The tool kit will include self-awareness tools designed to assess engagement with our values and support supervisors to build a culture of engagement. For supervisors, this will include two highly recommended and useful managerial books—*12 Elements of Great Managing* (Rodd Wagner & James K. Harter, Ph.D.) and *It's the Manager* (Jim Clifton).

### **Ongoing Assessment of Engagement**

- Utilizing a survey mechanism, we will evaluate how we are living our Shared Values both individually and as a team. We will use the initial survey to provide a benchmark, and subsequent surveys will be used to measure how our engagement with the **Values Culture** changes and improves over time.

### **Story Telling**

- While we believe it is important for each of us to know, understand and embrace each of the Shared Values, we feel it is even more powerful for individuals to share their personal experiences. Team members are encouraged to record a video explaining how a coworker is living one of our Shared Values.

We are excited to engage with our Shared Values and look forward to seeing the work of the other Values Teams come to fruition. We want to hear from you and would love for you to join our team! Please do not hesitate to reach out to me at [bcrook@ttu.edu](mailto:bcrook@ttu.edu) or anyone else on the Engagement Team to share your ideas.

All the best,



Brady Crook

Engagement Team Leader

Values Culture