



September 25, 2020

My name is Jenna Hightower and I am the Values Culture **Communications Team** leader. Our team consists of seven members: Mikela Bryant, Christi Felton, Scott Lacefield, Rachel McDuff, Hannah Parr, Abi Ramachandran and myself. Our committee's purpose is to develop and implement effective internal policies and procedures that communicate the Texas Tech University System Administration's **Values Culture** to current, new and prospective employees, partners and constituents.

Though we experienced some setbacks with the coronavirus, we are committed to moving forward with our plans to publicize the **Shared Values** implemented during our Values Culture retreat in November of last year. We started by finding ways to implement the values into everyday life for TTUSA members.

Our goal is for anyone who steps into our work locations for the first time, or those who have been here since the doors opened, to see our values not only in our actions, but also in our facilities.

Values Culture Pages on the TTU System Website

- We have developed several digital graphics to use on desktops, as screen savers and even as wallpaper on your cell phone. The [Downloads](#) section of the TTUSA's Values Culture website also has the Values Culture Shared Values one-pager, which includes all of the values, definitions and behaviors that the TTUSA decided on when we started this journey. The website also has photos and videos of our Values Culture retreat, icons that represent each value, contact information for the Ambassadors and a link to all the [Values Teams](#).

Visual Elements throughout the TTU System Building and other Work Locations

- You will notice that lock screens in our shared conference rooms are now populated by a graphic displaying our Shared Values. We hope this will begin each meeting with the reminder of those values within the TTUSA. In the future, you will also see additional signage around our work locations pertaining to the TTUSA Values Culture.

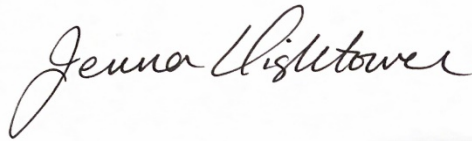
New Employee Materials

- As new employees join our TTUSA family, the concept of our Values Culture may be unfamiliar to them. We will soon have folders that highlight the **Shared Values** and will provide those to the hiring manager for each office to include in new employee orientation materials. Our hope is that this will put our values at the forefront of the orientation process to help educate new employees.

We are thrilled with the progress made as a group since the Values Culture retreat last fall. As we approach the year anniversary of that event, it is exciting to see how our **Values Culture** has grown and continues to evolve. Our team is always open to thoughts

and ideas on communicating and sharing our values, so please do not hesitate to reach out to me at jenna.hightower@ttu.edu or anyone else on the **Communications Team** with additional ideas to be considered.

Sincerely,

A handwritten signature in black ink that reads "Jenna Hightower". The signature is written in a cursive style with a large initial "J".

Jenna Hightower

Communications Team Leader

Values Culture