

Office of Communications & Marketing

2018 Viewbook

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INTRO

The Texas Tech University Health Sciences Center (TTUHSC) Office of Communications and Marketing offers professional and creative outlets to relay news and messages for wide or specific audiences. As the singular source for TTUHSC news and advertising, the Office of Communications and Marketing can help schools, institutes and departments find their voice within TTUHSC.



GRAPHIC DESIGN

The graphic design team creates artwork for anything from print media, including marketing materials, invitations and magazines, to digital advertisements and social media design. The team crafts customized artwork that communicates the values and brand of TTUHSC while conveying the important messages and function of each piece. Each professional designer has years of experience transforming a client's vision into a product that resonates with its audience.



**TEXAS TECH PHYSICIANS
NURSE ON DEMAND**

WE'RE ON CALL WHEN YOU AREN'T

Texas Tech Physicians' Nurse on Demand partners with physician practices, clinics, and hospitals across West Texas and Eastern New Mexico to provide 24/7 and weekend patients with instant after-hours access to expert medical advice, triage, and care direction.

With a single phone call, our experienced, licensed registered nurses evaluate patient symptoms using the gold standard (evidence-based) Thompson protocol and guide callers to the appropriate level of care.

Telephone triage calls decrease unnecessary emergency room visits by approximately 20 percent and can free time your schedule of inappropriate appointments. With Nurse on Demand, your patients are empowered to make timely decisions about their health care even when you're off the clock.

78%

IMPROVED PATIENT CARE

SEAMLESS INTEGRATION

CONTACT US

To increase patient satisfaction and provide cost-effective after-hours care for your patients and less call for you and your staff.

"During the past year we have transitioned to the Texas Tech Physicians' Nurse on Demand for our after hours advice. It has been a great addition to our care and our patients find their care more secure. The service provides trustworthy, dependable, thoughtful, empathetic, scientific and economical pediatric care. The providers of the service are experienced and well trained with no exception that they are not capable of triaging and providing a good level of care recommendations. My confidence in this service is beyond question."

DOUGLAS H. KLEPPER, M.D.
Pediatric Association of Lubbock



NURSE ON DEMAND Sales Kit | Texas Tech Physicians



Gold Addy® Award for Sales Promotion



 TEXAS TECH UNIVERSITY
HEALTH SCIENCES CENTER
ALUMNI RELATIONS
3601 4TH STREET, BOX 42013
LUBBOCK, TEXAS 79409

celebrating

CHANCELLOR AND MRS. ROBERT L. DUNCAN
3601 4TH STREET, BOX 42013
LUBBOCK, TEXAS
79409

TEXAS TECH UNIVERSITY  HEALTH SCIENCES CENTER

PROFESSOR TERRY L. MITCHELL, M.D.
SUGGESTS THE MEMBERS OF YOUR LOBBY FOR AN EVENING TO


celebrate
welcome
honor

You

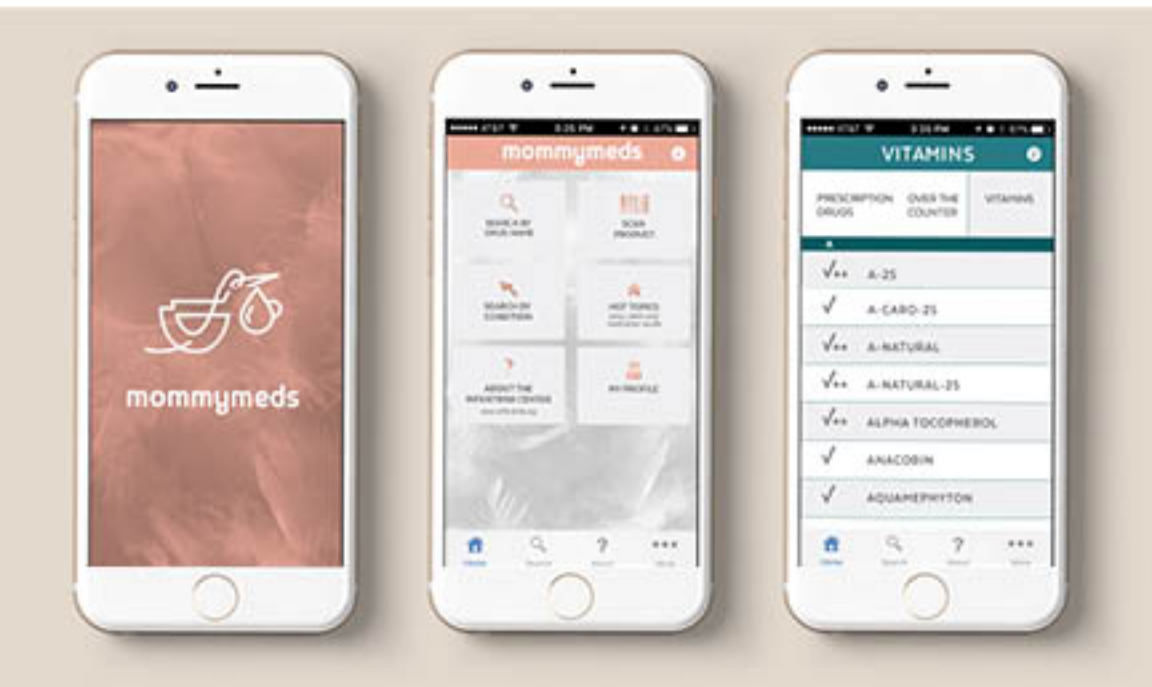
FRIDAY
9.7.18
FORMAL INVITATION TO FOLLOW

YOU

YOUR LIFE
with you in mind



YOU EVENT Invitation Suite | Institutional Advancement



MOMMY MEDS Mobile App & Logo Design | Infant Risk Center



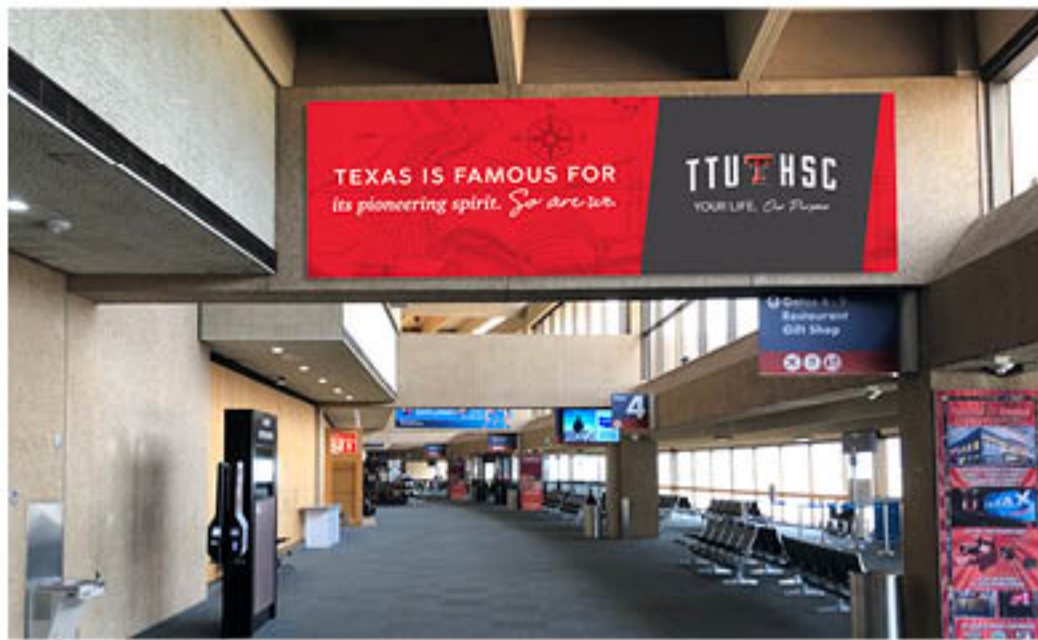
WORLD CONGRESS Conference Program | Office of the President



Gold Addy® Award for Collateral Material
Publication Design – Book Design



PRESIDENT'S CIRCLE Membership Informational Packet | Office of the President



TTUHSC PIONEER Brand Campaign | Office of Communications & Marketing



TTUHSC FIELD GUIDE Values Based Culture Employee Manual | Department of Human Resources



IMPACT REPORT Publication | Laura W. Bush Institute for Women's Health



Gold Addy® Award for Public Service Collateral – Annual Report

SOME SEE AN
EMPTY FIELD

We see promise and opportunity.



As a leader in agricultural research and education, Texas Tech is committed to advancing the science of agriculture and improving the lives of farmers and ranchers. Our experts are working to develop new technologies and practices that will help our state's agricultural industry thrive in the future.

Now get ready and work to solve the challenge of feeding the world's growing population.

Big Sky Veterinary Practice



THE WEST
STILL NEEDS
PIONEERS



As a leader in agricultural research and education, Texas Tech is committed to advancing the science of agriculture and improving the lives of farmers and ranchers. Our experts are working to develop new technologies and practices that will help our state's agricultural industry thrive in the future.

Now get ready and work to solve the challenge of feeding the world's growing population.

Big Sky Veterinary Practice



'BIG STATE
BIG FUTURE



As a leader in agricultural research and education, Texas Tech is committed to advancing the science of agriculture and improving the lives of farmers and ranchers. Our experts are working to develop new technologies and practices that will help our state's agricultural industry thrive in the future.

Now get ready and work to solve the challenge of feeding the world's growing population.

Big Sky Veterinary Practice



THANK YOU
AMARILLO



As a leader in agricultural research and education, Texas Tech is committed to advancing the science of agriculture and improving the lives of farmers and ranchers. Our experts are working to develop new technologies and practices that will help our state's agricultural industry thrive in the future.

Now get ready and work to solve the challenge of feeding the world's growing population.

Big Sky Veterinary Practice



TEXAS TECH SCHOOL OF VETERINARY MEDICINE

Print Ads | Office of the Chancellor



- + Gold Addy® Award for Newspaper Advertising
- + Gold Addy® Award for Photography-Color-Campaign
- + Judge's Choice Addy®



Bronze Addy® Award for Newspaper Advertising in the Tenth District - Arkansas, Louisiana, Oklahoma and Texas



TECH NURSING Magazine Series | School of Nursing



Fall 2017 Issue | Gold Addy® Award for Collateral Material – Publication Design



TTUHSC SOP VIEWBOOK Program Booklet | School of Pharmacy



CELEBRATION OF GENEROSITY Event Invitation | Institutional Advancement



QUAIL HUNT INVITATION Donor Event | Texas Tech University School of Veterinary Medicine



+ Gold Addy® Award for Collateral Material –
Special Event Material Invitation Advertising



+ Judge's Choice Addy®



SOM INTERVIEW PACKET Recruiting Material | School of Medicine



POP-UP SHOP Spirit Shop Displays & Merchandise | TTUHSC Students, Faculty & Staff



SHP 35TH ANNIVERSARY Event Invitation & Program | School of Health Professions



PHOTOGRAPHY & VIDEOGRAPHY

Our professional multimedia team provides photography and videography to document the TTUHSC story and create images which bring projects to life. Photography and videography services are available for photo journalistic coverage of news and events, marketing and advertising projects, formal portraits, facilities and clinical photography and video for all types of media. The team also maintains an extensive database of images of TTUHSC events, student activities and organizations, health care providers, faculty, alumni and campus scenery, which is available by request.





PROMOTIONAL PHOTOS



SOCIAL VIDEOS



LOCATION HEADSHOTS



VIDEO SETUP



CAMPUS PHOTOS

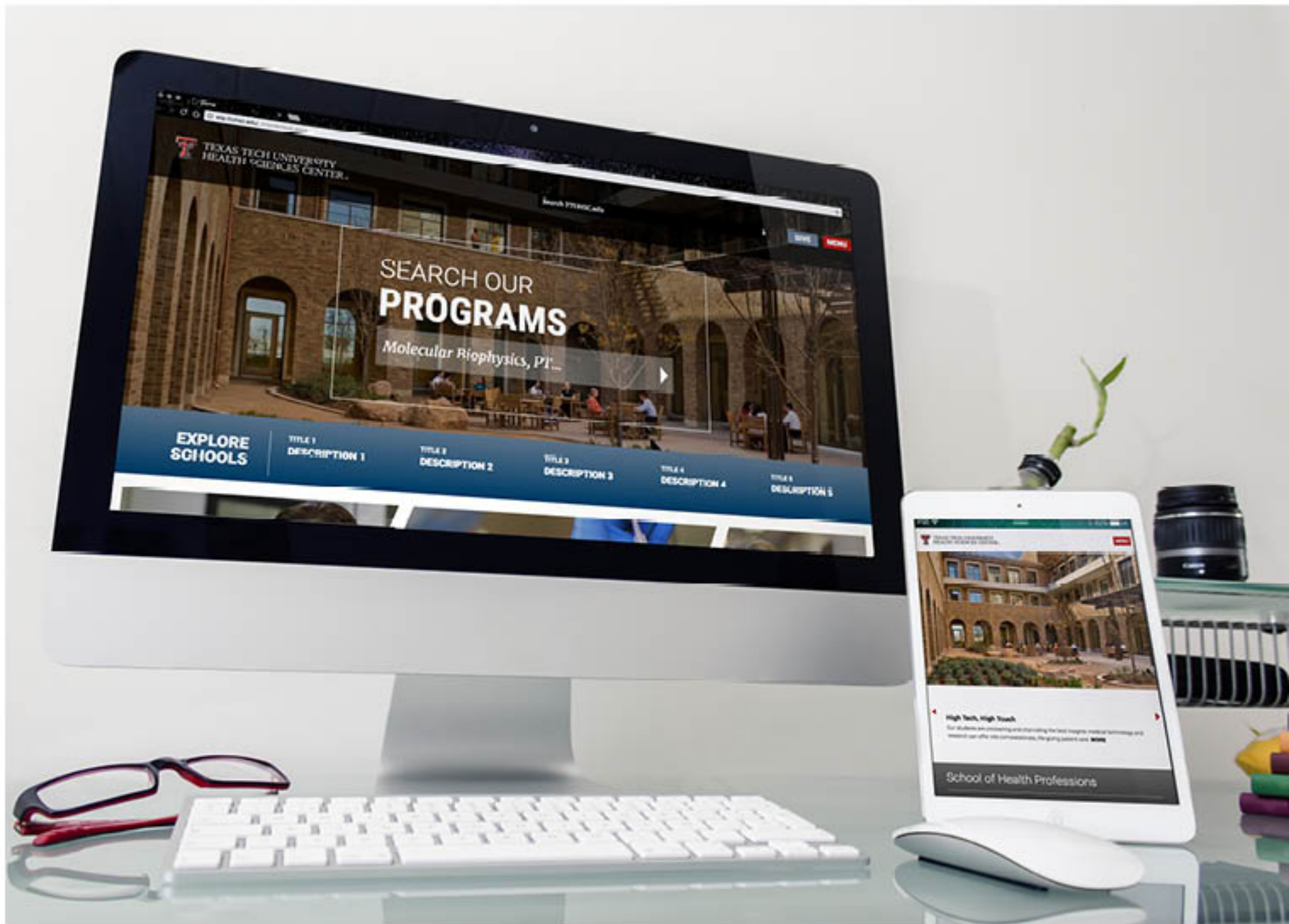


EVENT COVERAGE

DIGITAL STRATEGY & WEBSITE DEVELOPMENT



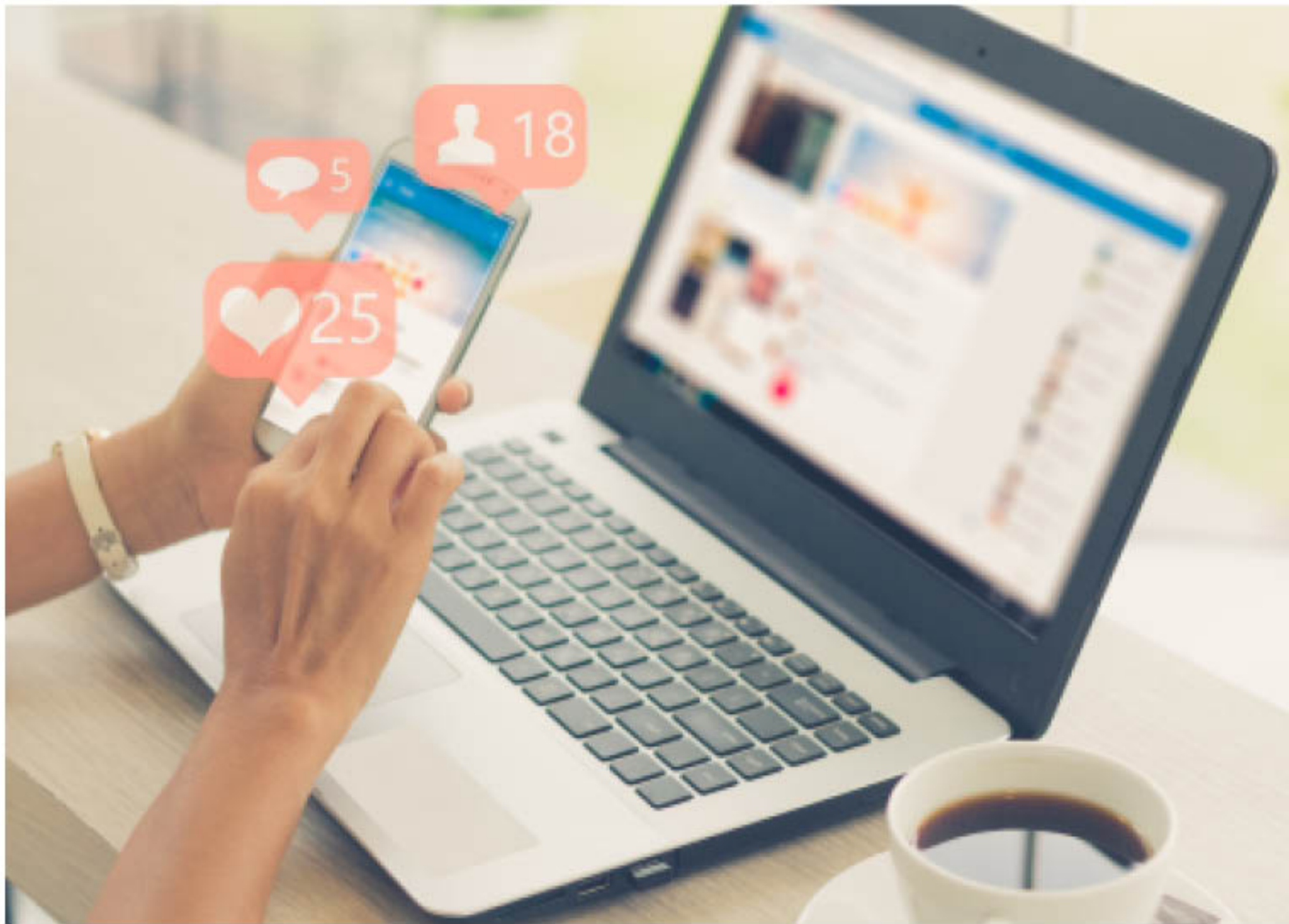
The digital strategy team communicates and maintains the TTUHSC brand across a multitude of web and digital platforms. They are the online voice for TTUHSC at ttuhsc.edu and other websites, social media, blogs and online content placement. In partnership with other departments, they also maintain the university's web guidelines and manage site content, web development, campus announcements and events system, online analytics, search engine optimization and other digital initiative projects. They help establish and maintain an online presence and explore strategic digital content and social media options.





SOCIAL MEDIA STRATEGY & MANAGEMENT

Our dedicated social media team manages, monitors and generates content on all social media outlets for TTUHSC including Facebook, Instagram, Twitter, YouTube and more. The social media team can assist you with the strategic placement and re-purposing of content through multiple online channels, including the Daily Dose and Spirit5 blogs, increasing awareness of your announcements and events.





Texas Tech
Physicians

Texas Tech
Physicians
@texastechphysicians

Home

Reviews



Liked Following Share ...

Send Message


 Texas Tech University Health Sciences Center is with Texas Tech University Health Sciences Center School of Nursing. September 30 ·

Wonder what a day looks like for a nursing student at #TTUHSC? Mostafa Abu-Hijleh shows behind the scenes of A Day with Purpose!



165
 14 Comments
 72 Shares
 9.6K Views

| Instagram

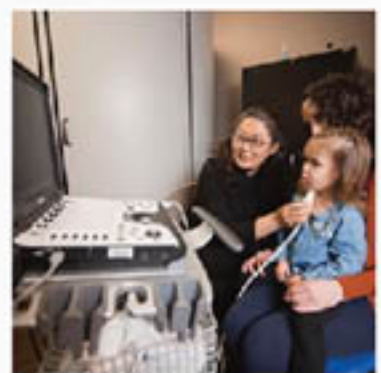


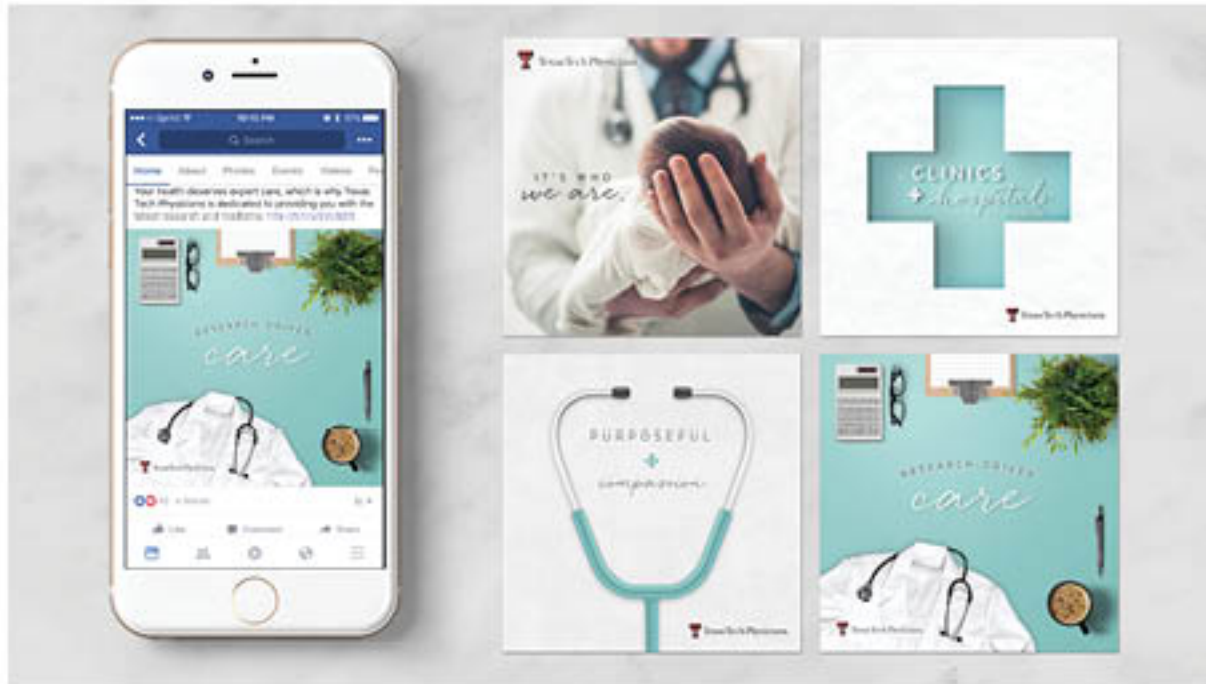
#yourlifeourpurpose

112 posts

[Follow](#)

Top Posts





TTP BRANDED FACEBOOK GRAPHICS

Social Media Graphics | Texas Tech Physicians



Gold Addy® Award for Social Media - Campaign



NEW STUDENT ORIENTATION

Shirt & Snapchat Filter | TTUHSC



Gold Addy® Award for Integrated Advertising Campaigns - Local



MEDIA & PUBLIC RELATIONS

The communications team assists in relaying the university's news and events. They assist in copy-editing and writing and custom media pitches to reach media locally, nationally and internationally. Their experience working with media gives them the ability to advise and create content for the most effective reach of audiences. The communications team fields media inquiries, assists journalists, writes and reviews marketing materials, covers institutional events, drafts feature stories and coordinates with the media for the best coverage.





Texas Tech University Health Sciences Center
Communications & Marketing



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