Texas Tech University College of Human Sciences Department of Hospitality & Retail Management RHIM 4332 Syllabus
Fall 2017

Course Name: Customer Relations for Hospitality Enterprises
Scheduled Course Days and Time: Tuesdays and Thursdays 3:30 pm to 4:50 pm
Room: Human Sciences 174
Semester: Spring 2017

Instructor: Sheila Scott, PhD
Office: 178 Human Sciences
Office Hours: Mondays 1:30-3:00 walk in hours, appointments available
Email: Sheila.scott@ttu.edu
(email responses will be made within 24 hours or the next business day, during regular business hours, M-TH 9-5, Fri. 9-noon)
Phone: office: 806-834-5194

REQUIRED TEXT & MATERIALS:
- Readings as assigned on Blackboard or through course reserve
- Two cases purchased from Harvard Business Review Course pack.
- EQi 2.0 Assessment

COURSE DESCRIPTION FROM CATALOG:
Evaluation of various facets of customer relations as they impact the hospitality industry.

EXPECTED PROGRAM LEARNING OUTCOMES (PLOS) FROM PROGRAM:
1. Communicate effectively and appropriately (orally and in writing).
2. Prepare, maintain, analyze and utilize financial documents and data related to hospitality management organizations.
3. Discuss, examine, and evaluate management practices in the hospitality industry.
4. Define, discuss, give examples of, and examine ethical issues related to hospitality management organizations.
5. Comprehend the social, multicultural, and environmental dimensions of issues facing professionals in hospitality management.

EXPECTED COURSE LEARNING OUTCOMES:
At the conclusion of this course, student will be able to:
- Explain the impact of customer service on customer experience, satisfaction and loyalty in hospitality businesses (PLOs 1, 3, 5) (Case study analysis, exam)
- Create responses to hospitality guest social networking reviews (PLOs 1, 3, 5) (Discussions)
- Articulate the value of servant leadership in hospitality organizations (PLOs 1, 3, 4, 5) (Case study analysis, individual paper, discussions)
- Identify strategies to effectively train hospitality employees in customer service activities (PLO 3) (Case study analysis, exam, discussions)
- Identify strategies to conduct business to provide customer service to employees and the community through corporate social responsibility. (PLO 1, 3, 4, 5) (Case study analysis, individual paper, exam, discussions)
- Identify, articulate, and reflect critically on ethical issues in personal, professional and/or civic life from their own perspective as well as that of others. (PLO 1, 3, 4, 5) (Case study analysis, individual paper, exam, discussions)

**ACTIVITIES AND GRADING STRUCTURE:**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>POINTS EACH</th>
<th>TOTAL POINTS</th>
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</thead>
<tbody>
<tr>
<td>Syllabus Quiz</td>
<td></td>
<td>15</td>
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<tr>
<td>Emotional Intelligence Activities</td>
<td></td>
<td>135</td>
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<tr>
<td>EQi 2.0 assessment &amp; coaching</td>
<td>25</td>
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<tr>
<td>EI report one</td>
<td>50</td>
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<td>EI report two</td>
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<td>Exams</td>
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<tr>
<td>Mid Term</td>
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<td>Final</td>
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<tr>
<td>Case studies</td>
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<td>250</td>
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<tr>
<td>Individual</td>
<td>125</td>
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<tr>
<td>Group</td>
<td>125</td>
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<tr>
<td>Service Learning/Community Engagement</td>
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<td>300</td>
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<tr>
<td>Option I</td>
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<tr>
<td>Paying It Forward Activity/Participation</td>
<td>100</td>
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<tr>
<td>Individual Paper</td>
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<td>Draft</td>
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<td>Final Paper</td>
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<td>Draft</td>
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<tr>
<td>Final Paper</td>
<td>250</td>
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<tr>
<td>TOTAL POINTS AVAILABLE</td>
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<td>1000</td>
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**GRADING CRITERIA:**

Final Grades will be determined by the following schedule:
- A: 900-1000
- B: 800-899
- C: 700-799
- D: 600-699
- F: <600
ATTENDANCE & CELLPHONE POLICIES

Turn off all cell phones and do not take them out during class. If you are caught with your cell phone out You will be warned one time and then asked to leave class and be counted absent for the day. Once the class begins, the instructor will close and lock the door and anyone who is not in class at that time will be considered absent for that day.

Class attendance policy
Students are allowed three free absences during the course of the semester with no penalty. After that, each absence will result in a 5-point deduction on the final examination. Only Texas Tech approved absences listed in the syllabus attachment are excused absences. Interviews, Road Shows and Doctor's notes will not be accepted as an excused absence. Use your free absences wisely. It is EACH STUDENTS responsibility to sign in each day. DO NOT sign in for someone else or let someone sign in for you. All parties involved in fraudulent signatures will lose their three free absences. In addition, fraudulent signatures constitute academic dishonesty and will be reported to the college academic dean for disciplinary action.

The only excused absences are the following:

1. STUDENT ABSENCE FOR OBSERVANCE OF A RELIGIOUS HOLY DAY (OP 34:19)
   1. "Religious holy day" means a holy day observed by a religion whose places of worship are exempt from property taxation under Texas Tax Code §11.20.
   2. A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

   A student who is excused under section 2 may not be penalized for the absence; however, the instructor may respond appropriately if the student fails to complete the assignment satisfactorily.

5. ABSENCE DUE TO OFFICIAL UNIVERSITY APPROVED TRIPS (OP 34.04)
Department chairpersons, directors, or others responsible for a student representing the university on officially approved trips must notify the student's instructors of the departure and return schedules. The instructor so notified must not penalize the student, although the student is responsible for material missed. Any student absent because of university business must be allowed to make up missed work within a reasonable span of time or have alternate grades substituted for work due to an excused absence. Students absent because of university business must be given the same privileges as other students; e.g., if other students are given the choice of dropping one of four tests, then students with excused absences must be given the same privilege.

Note: Optional activities, including travel activities, are excluded from the above policy if participation is optional and not a requirement of the university sponsored activity. This would include road shows, interviews, event participation, or specific extra credit course or program related activities.
Occasionally, the instructor will need to contact the entire class regarding course issues. Please make sure that Texas Tech has your current e-mail account so you can retrieve these important messages. You are responsible for oral announcement and information about the course not listed on the syllabus.

**ACTIVITIES**

**Syllabus Quiz (15 points)**

An in class syllabus quiz will be given during the second class period. All information contained in the syllabus may be on the quiz.

**Emotional Intelligence Assessment, Coaching, Activities and Reports (various points - 135 total points)**

Each student will complete the EQi 2.0 Assessment and will receive a detailed report of the results during their coaching session. Once completed, students will schedule to meet with Dr. Scott individually to review the results and create a plan for activities to enhance growth in their emotional intelligence. Following the meeting, students will determine a minimum of three EI enhancement activities in which to participate during the semester. Students will write a minimum of 350 words in a report indicating how they will participate in the activities to enhance their EI. A final progress report of 500 words or more is required discussing that progress. Grammar and spelling will be evaluated as part of the grade.

**Exams (2 @ 150 points each)**

Two essay exams will be required for this course. Students are expected to use clarity of thought, critical thinking and appropriate explanations to support the responses to the questions. Grammar and spelling will be evaluated as part of the grade.

**Case Study Analysis (2 @ 150 points each) (based on peer reviews, individual grade will be percentage of group case analysis grade)**

One individual and one group case study analyses will be required. The cases must be purchased through the website to Harvard Business Review Course pack provided by the instructor. For the group case study analyses, individual grades will be based on the peer evaluation score percentage multiplied by the group case study analysis score. Details of the expected analyses can be found on Blackboard.

**Service Learning/Community Engagement**

*(Option 1)*

**Paying it Forward (100 points)**

Students will participate with Meals on Wheels of Lubbock serving the community and societal need. Meals on Wheels needs assistance from qualified individual who are essential in assisting them achieve the organization’s mission through their service activities. Students are required to volunteer a minimum of 15 hours during the semester and must be completed by the last day of class. Opportunities will be discussed in class.
Individual Paper – Value of Community Engagement (draft 50 points, final document 150 points)

At the conclusion of the volunteer effort, students will complete an individual 1000-1500 word report of their experience including the activities involved, recap of the experience, an evaluation of the organization as a whole, including suggestions to improve the service provided, and an overall impression of the experience. Additionally, students will discuss issue the organization has in recruiting qualified, interested volunteer participants or donors with suggestions for improving the recruitment effort. An overview of corporate social responsibility in hospitality should also be addressed. An outline and initial draft of 300 words will be submitted by the 10th week of class. The instructor will return the draft with comments. The final 1000 -1500 word report will be due 11/30. Further instructions and a rubric will be available on Blackboard.

(Option 2)

Expanded Individual Paper – Community Engagement and the Hospitality Industry (draft 50 points, final document 250 points)

Students who are unable to participate in a community engagement activity for the required hours will have an option to write an expanded version of the Individual Paper. The paper will be a minimum of 4000 words and from research, students will discuss issues discovered in a minimum of seven peer reviewed journal articles regarding service organizations and their issues in recruiting qualified, interested volunteer participants. Corporate social responsibility in hospitality businesses will also be covered at length. Students will research and compare and contrast the corporate social responsibility activities and community engagement activities of a minimum of five hospitality companies and discuss how their involvement in the community contributes to their employees’ wellbeing, the benefit to the communities they serve, the company itself and how it aligns with the mission and vision of the organizations. A comparison should be drawn based on the hospitality segment of company, number of employees, and geographic location of the business or outlets. An outline and initial draft of 300 words will be submitted by the 9th week of class. The instructor will return the draft with comments. The final 4000-5000 word report will be due during the 13th week of class.

Extra Credit Opportunities

Community Engagement - Volunteer Hours (50 points extra credit)

Each student has the opportunity to participate in additional service learning/community engagement activity for a minimum of 12 hours to a non-profit organization (excluding Meals on Wheels), by the 12th week of class. Students are encouraged to identify an organization to which they have a similar philosophy and a population they strive to help. For example organizations who might focus on reducing hunger, cancer awareness and advocacy, child welfare, assisting the elderly or disabled, or preventing domestic violence. Possible organizations include the South Plains Food Bank, Susan G. Komen, Big Brothers/Big Sisters, Girl Scouts, Boy Scouts, Special Olympics, Ronald McDonald House, or others as approved by the instructor. Engagement experiences must be approved by the instructor prior to the activity and hours will not be counted until the required form is signed by all parties and submitted to the instructor. The required form is available at the
end of the syllabus or as a fillable PDF on Blackboard.

**Individual Paper- Volunteer Experience (50 points extra credit)**
In addition to the documented 12 hours of engagement activity, students will write a report on their specific experience and the value of community engagement to an individual and employing hospitality companies in providing service to employees, the community and their guests. The report will be 500-1000 words and will be due by Dec. 5. Further instructions and a rubric are available on Blackboard.

See the Syllabus attachment for important dates and TTU, HRM and RHIM Policies and Resources
<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Class Schedule</th>
<th>*Due Dates by 3:00 pm on day listed</th>
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<tbody>
<tr>
<td>1</td>
<td>August 29</td>
<td>Course Overview –</td>
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<td>August 31</td>
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<td>2</td>
<td>September 5</td>
<td>What is Customer Relations – Big Picture</td>
<td>Emotional Intelligence EQ-i 2.0 Assessment Completed by 9/5</td>
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<td></td>
<td>September 7</td>
<td>Emotional Intelligence</td>
<td>Meeting day and time set with Dr. Scott by 9/7</td>
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<td>3</td>
<td>September 12</td>
<td>Service Learning – Overview and Course Project</td>
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<td></td>
<td>September 14</td>
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<td>4</td>
<td>September 19</td>
<td>Customer Service – Winning over Challenging Guests</td>
<td>Meeting with Dr. Scott on EQi 2.0 complete by 9/19.</td>
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<td></td>
<td>September 21</td>
<td>Reputation Management</td>
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<td>5</td>
<td>September 26</td>
<td>Corporate Social Responsibility</td>
<td>Report 1 EQ-i 2.0 due 9/26</td>
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<td>September 28</td>
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<td>6</td>
<td>October 3</td>
<td>Reputation Management- Guest Letters</td>
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<td>October 5</td>
<td>Reputation Management – Review Pro.</td>
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<tr>
<td>7</td>
<td>October 10</td>
<td>Review Mid Term</td>
<td>Exam 1 – Mid Term open 10/12 3:00 pm to 10/17 at 3:00pm</td>
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<td>October 12</td>
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<td>8</td>
<td>October 17</td>
<td>Case work day 10/17 – will not meet</td>
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<td></td>
<td>October 19</td>
<td>CEM- Customer Experience Management</td>
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<td>9</td>
<td>October 24</td>
<td>CRM – Customer Relationship Marketing</td>
<td>Individual Case Study – Due 10/24</td>
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<td>October 26</td>
<td>– Rewards Programs</td>
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<td>10</td>
<td>October 31</td>
<td>Diversity/Cultural/Generational Differences</td>
<td>Service Learning Draft - Due 11/2</td>
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<td>November 2</td>
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<td>11</td>
<td>November 7</td>
<td>Communications Skills</td>
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<td>November 9</td>
<td>Case work day 11/09 – will not meet</td>
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<td>12</td>
<td>November 14</td>
<td>Service Learning</td>
<td>Group Case Study due Nov. 14</td>
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<td>November 16</td>
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<td>All extra credit hours completed by 11/16</td>
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<td>13</td>
<td>November 21</td>
<td>Final paper work day 11/21 – will not meet</td>
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<td></td>
<td>November 23</td>
<td>Thanksgiving Break 11/23</td>
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<td>November 30</td>
<td>Coaching and Motivation</td>
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<tr>
<td>15</td>
<td>December 5</td>
<td>Customer Service Team Mgmt. – Internal Review for</td>
<td>EQ-I Final paper due Dec. 5</td>
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<td></td>
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<td>Final Exam</td>
<td>Extra Credit Paper due Dec. 5</td>
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<tr>
<td>Finals</td>
<td>December 7</td>
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<td></td>
<td>- December 9</td>
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<td>*Online Final Exam opens 12/7 12:01 am - due 12/9 at 7pm</td>
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</tbody>
</table>

** This schedule serves as a general guide for the course and is subject to change. **
Final Examination Schedule

The Final Exam is scheduled on Saturday, Dec, 9 from 4:30-7:00pm. Since this exam is online, it will be open 12/7-12/9, closing at 7:00pm, **no exceptions.**
Extra Credit/Community Engagement Activity

Student Information

Student name: ________________________________________________________________
R# __________________________ Telephone number _____________________________
TTU Email address ___________________________________________________________

Non-Profit Agency Information

Agency Name ________________________________________________________________
Contact Person __________________________ Title ______________________________
Street Address ______________________________________________________________
City _____________________________ State _____ Zip _____________________________
Telephone __________________________

Description of the mission and vision of the organization, the population served and their needs for volunteers and items
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Community Engagement Activity

Description of activities in which student will participate
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

How will this benefit the organization?
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
How will this benefit the student?
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________

Starting date ________________________________
Number of hours each week ______________
Name and phone number of onsite supervisor, if different from above
_________________________________________________________________________

How will the student’s hours be documented? _______________________________
How often will they be documented? _______________________________

The volunteer agency agrees to provide supervision of the student, document the hours of community engagement efforts, and afford the same consideration of health, safety, and working conditions accorded to other volunteers.

_________________________________________________________________________
Agency Representative Signature    Date

_________________________________________________________________________
Faculty Member Signature     Date

The student agrees to perform all assigned duties to the best of their ability, satisfactorily meet the expectations of the volunteer agency, complete all academic requirements, and abide by all rules, regulations and policies of the agency, Texas Tech University and RHIM 4332. Failure to abide by these requirements may result in discontinuation of the community engagement opportunity, loss of points in the course, and reporting of inappropriate activities to Student Affairs at Texas Tech.

_________________________________________________________________________
Student Signature        Date
FALL 2017 DATES TO REMEMBER

Classes begin August 28
Last day to add a course August 31
Last day to drop a course & have charges removed without academic penalty September 13
Last day to drop a course with academic penalty October 30
Commencement December 15 & 16

OPERATING POLICIES PERTAINING TO ALL COURSES

1. CLASSROOM CIVILITY
   Attendance and class participation is expected at all class sessions. Higher grades cannot be expected unless the student has actively participated in class. It is your responsibility to attend each class session on time. Class starts promptly. If you must leave class earlier for any reason, you must inform the instructor at the beginning of the class for permission. Lack of attendance and participation may negatively affect the grade you receive in the class.

   Students are expected to assist in maintaining a classroom environment which is conducive to learning. In order to assure that all students have the opportunity to gain from time spent in class, unless otherwise approved by the instructor, students are prohibited from engaging in any other form of distraction. Inappropriate behavior in the classroom shall result, minimally, in a request to leave class.

2. ACADEMIC INTEGRITY (OP 34:12):
   Academic integrity is taking responsibility for one’s own work, being individually accountable, and demonstrating intellectual honesty and ethical behavior. Academic integrity is a personal choice to abide by the standards of intellectual honesty and responsibility. Because education is a shared effort to achieve learning through the exchange of ideas, students, faculty, and staff have the collective responsibility to build mutual trust and respect. Ethical behavior and independent thought are essential for the highest level of academic achievement, which then must be measured. Academic achievement includes scholarship, teaching and learning, all of which are shared endeavors. Grades are a device used to quantify the successful accumulation of knowledge through learning. Adhering to the standards of academic integrity ensures that grades are earned honestly and gives added value to the entire educational process. Academic integrity is the foundation upon which students, faculty, and staff build their educational and professional careers. For detailed information regarding these policies, see http://www.depts.ttu.edu/studentjudicialprograms/academicinteg.php

   For further information regarding student policies at Texas Tech, see http://www.depts.ttu.edu/dos/handbook/
3. STUDENTS WITH DISABILITIES (OP 34.22)
Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as possible to make necessary arrangements. Students must present appropriate verification from Student Disability Services during the instructor’s office hours. Please note that instructors are not allowed to provide classroom accommodation to a student until appropriate verification from Student Disability Services has been provided. For additional information, please contact Student Disability Services office in 335 West Hall or call 806-742-2405.

For detailed information regarding Texas Tech’s Student Disability Services, see http://www.depts.ttu.edu/students/sds/.

4. STUDENT ABSENCE FOR OBSERVANCE OF A RELIGIOUS HOLY DAY (OP 34:19)
1. "Religious holy day" means a holy day observed by a religion whose places of worship are exempt from property taxation under Texas Tax Code §11.20.
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Note: Optional activities, including travel activities, are excluded from the above policy if participation is optional and not a requirement of the university sponsored activity. This would include road shows, interviews, event participation, or specific extra credit course or program related activities.

6. CLASS COMPLETION
Please note that unsuccessful completion of this class or course completion of at least 60% of the semester, may result in repayment of all or part of your student financial aid. For further information, please contact Student Financial Aid, 806-742-3681, or finaid.advisor@ttu.edu.
7. RESOLVING STUDENT ISSUES
   If you encounter an issue in this course you should follow the following chain of authority:
   1. First discuss it with the instructor of the course in an attempt to resolve the issue.
   2. If the issue is not resolved, or is something you do not feel comfortable discussing with the
      instructor, you should contact the Department Associate Chairperson.
   3. Only after discussing the issue with the Associate Chairperson should you contact the Hospitality
      and Retail Management Department Chairperson.

   Under no circumstances should you begin this process with the Chairperson or the Dean’s Office
   without first consulting the Associate Chairperson.

8. STATEMENT OF NONDISCRIMINATION
   Neither the instructor nor any student in this class will discriminate or tolerate discrimination on the
   basis of age, color, disability, ethnicity, gender, national origin, race, religion, sexual orientation, or
   veteran status. This policy extends to in class discussions, student essays, and all other forms of
   communication associated with this course, to include informal conversations within the classroom but
   outside the parameters of this course.

9. STATEMENT OF DIVERSITY
   By its very design, this course engages texts that some students might find difficult and/or
   controversial. In this class, the instructor will establish and support an environment that values and
   nurtures individual and group differences and encourages engagement and interaction. Understanding
   and respecting multiple experiences and perspectives will serve to challenge and stimulate all of us to
   learn about others, about the larger world, and about ourselves. By promoting diversity and intellectual
   exchange, we will not only mirror society as it is, but also model society as it should and can be.

10. EMERGENCY PROCEDURES
   In the unlikely event of an emergency, students and faculty should follow the guidance provided at the
   website below. There is a possibility that this may include evacuation of the building or seeking shelter
   within the building.

   http://www.depts.ttu.edu/hs/emergency_planning/index.php
   http://www.depts.ttu.edu/communications/emergency/

11. TTU RESOURCES FOR DISCRIMINATION, HARASSMENT, AND SEXUAL VIOLENCE
    Texas Tech University is committed to providing and strengthening an educational, working, and living
    environment where students, faculty, staff, and visitors are free from gender and/or sex discrimination
    of any kind. Sexual assault, discrimination, harassment, and other Title IX violations are not tolerated
    by the University. Report any incidents to the Office for Student Rights & Resolution, (806)-742-SAFE
    (7233) or file a report online at titleix.ttu.edu/students. Faculty and staff members at TTU are
    committed to connecting you to resources on campus. Some of these available resources are: TTU
    Student Counseling Center, 806-742-3674, https://www.depts.ttu.edu/scc/ (Provides confidential
    support on campus.) TTU Student Counseling Center 24-hour Helpline, 806-742-5555, (Assists
    students who are experiencing a mental health or interpersonal violence crisis. If you call the helpline,
    you will speak with a mental health counselor.) Voice of Hope Lubbock Rape Crisis Center, 806-763-
    7273, voiceofhopelubbock.org (24-hour hotline that provides support for survivors of sexual violence.)
    The Risk, Intervention, Safety and Education (RISE) Office, 806-742-2110, rise.ttu.edu (Provides a
    range of resources and support options focused on prevention education and student wellness.) Texas
    Tech Police Department, 806-742-3931, http://www.depts.ttu.edu/tpd/ (To report criminal activity that
    occurs on or near Texas Tech campus.)
12. **GRADE OF INCOMPLETE (I)**
   - The grade of Incomplete (I) is given **only** when a student’s work is satisfactory in quality but, due to reasons beyond his or her control, has not been completed. It is not given in lieu of an “F” or “W.”
   - The instructor assigning the grade will stipulate in writing, at the time the grade is given, the conditions under which the “I” may be removed.
   - The grade of “I” will remain on the record until the faculty member submits a new grade.
   - After one calendar year, “I” grades will change to a grade of “F.”
   - A form must be submitted prior to the end of the semester for each grade of “I.”
   - If a student repeats the course, the appropriate grade will be given for the second registration and the Office of the Registrar will replace the “I” with an “R.”

13. **OMBUDSMAN FOR STUDENTS**
    The Ombudsman for Students is available to assist students with any conflict or problem that has to do with being a student at Texas Tech University. You may visit the Ombudsman in 232E of the Student Union Building or call (806) 742-SAFE.