Factors that Influence Student Decisions to Enroll in a College of Agriculture and Life Sciences



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Abstract

Students in an introductory College of Agriculture and Life Sciences course were surveyed to identify the most important factors influencing their decisions to enroll in the College of Agriculture and Life Sciences at Texas A&M University. Eighty percent (N = 581)responded to an online survey. While parents were reported by 18.1% of the respondents as being the most influential person regarding choice of major, university Internet resources and agricultural related hobbies were also reported as influential. Scholarships and high school visits from university representatives were reported as the least influential recruitment tool. Over one-third of students reported no agricultural work experience during high school, and athletics was the most common high school activity in which students participated. As the population changes and our society becomes further removed from production agriculture, perhaps it is time to revisit strategies we use to attract non-agriculture students to colleges of agriculture.

Introduction

Student recruitment is a critical concern of university faculty and administrators in the field of agriculture. This is especially true at a time when the need for employees across various agricultural disciplines continues to expand. While studies have been conducted regarding the recruitment and retention of students into high school agricultural science programs (Bell and Fritz, 1994; Dyer and Breja, 2003; Reis and Kahler, 1997; Rossetti et al., 1990; Sutphin and Newsom-Stewart, 1995), the recruitment of individuals to teach agricultural science (Lawver and Torres, 2011; Park and Rudd, 2005) and the recruitment of individuals to work within Extension (Arnold and Place, 2010), only limited research has

addressed recruitment and retention of students to major in agriculture at the university level.

When looking at recruitment and retention of students in agriculture related to the college/university setting, findings have varied. As shared in the literature, students decide to attend a college/university after high school for a wide variety of reasons. Parents have been identified as an influencing factor on children, both in college (Reis and Kahler, 1997; Rocca and Washburn, 2005; Wildman and Torres, 2001) and prior to college, when children choose to participate in youth organizations (Maurer and Bokerneier, 1984). Further, Rocca and Washburn (2005) reported that the "connection between majors and professional career tracks" (p. 36) is needed in recruitment efforts. Dyer et al. (2002) reported that "prior experience in agriculture and enrollment in high school agriculture programs" (p. 3) were the strongest predictors of student retention in colleges of agriculture. However, a 2010 study of Missouri FFA students found that "enrollment in secondary agriculture did not consistently produce greater academic performance in college," and that "there was no conclusive relationship found between level of involvement in secondary agriculture and academic performance [grade point average] or retention in college" (Smith et al., 2010, p. 24).

A study conducted by Wildman and Torres (2001) served as the conceptual basis for this research. Wildman and Torres (2001) studied the influence of five factors on a student's selection of an agricultural major. These factors included: "1) exposure to agriculture, 2) family and friends, 3) college of agriculture recruitment activities, 4) professionals and 5) job considerations" (p. 48). The results of this study revealed that the most influential factor was "prior experience in agriculture"

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(p. 54). Additional findings revealed that the atmosphere of the departments within the college also influenced students' decisions and that the individuals most likely to influence a student's decision of what to major in included professionals within agriculture and "personal role models" (p. 54). The opportunity to work in the outdoors was also indicated as an influence.

The purpose of this study was to gain insight into students' decisions to enroll in the College of Agriculture and Life Sciences at Texas A&M University. Specific research objectives included:

- 1. Identify recruitment materials influencing students' choice of college major.
- 2. Identify individuals who were influential in choices of college major.
- 3. Identify recruitment experiences influencing students' choice of college major.
- 4. Identify career-related experiences influencing students' choice of college major.

Methods

To determine the factors influencing enrollment of College of Agriculture and Life Sciences students at Texas A&M University, the researchers used an adaptation of Williams et al. (2007) survey of incoming students. Wildman's (1997) "Factors in High School that Influence Choice of Major in College" was used as the basis for Williams et al. (2007) study. The instrument was divided into three sections. Section one evaluated external factors of influence upon selection of academic major, section two recorded student characteristics and background information and section three captured demographic information. Wildman (1997) reported test-retest reliability of 75% to 100% *a priori* for the first two sections of the instrument. The adapted instrument

was reviewed for content validity by a panel of university professors and no changes were made to the instrument.

The target population for this census study was all students enrolled in the course entitled "Introduction to College of Agriculture and Life Sciences," during the fall 2009 and spring 2010 semesters (N=725). Students were notified in class that they would be receiving an invitation to participate in the survey. The students were informed, per Institutional Review Board protocol number 2009-0619, that their participation in this study was voluntary. The list of email addresses of students enrolled in the course was provided by the course instructor. The initial survey link was sent to the students via e-mail. The instrument was administered via the online survey engine, SurveyMonkey®. Students were

sent three reminders, one after seven days, 14 days and 21 days. Dillman (2000) suggested that four contacts are sufficient when conducting electronic surveys. The number of usable responses from the online instrument was 581 yielding an 80% response rate.

The population for this study consisted of 65% (n=367) female students and 35% (n=198) male students. The respondents' ages ranged from 17 years of age to 48 years of age at the time they responded to the questionnaire. A majority of the students, 62.9%, were born after 1989 while only 4.3% were born before 1987. More than 90% of the students were from Texas, and of the other 5.7%, only two of them were from outside the United States. Nearly 65% (n=368) of the students entered Texas A&M University as a full time student with college credit already accrued. Slightly less than two-thirds (n= 375) of the students stated that they had been enrolled in a high school agricultural science program and almost 60% (n=330) of the responding students reported that their immediate family is not involved in agriculture or life sciences.

Results

The influence from individuals and professionals on the respondents' decisions to major in the College of Agriculture and Life Sciences is summarized in Table 1. The person who participants identified as having the most influence was a parent or guardian (18.1%, n=105). Following closely behind were relatives in an agriculture or life sciences related field of work (15.5%, n=90), and their personal role model (15.1%, n=88). On the opposite end of the spectrum, 59.9% (n=348) of the participants in the study reported that their high school principal or administrator was not influential in their decision to major in agriculture or life sciences.

Table 1. Reported Influence by Individuals on Students' Decisions to Major in the College of Agriculture and Life Sciences (N= 581)						
	Not Influential		Very Influential			
	%	f	%	f		
Parent or guardian	11.2%	65	18.1%	105		
Relatives in an agricultural & life sciences field of work	20.5%	119	15.5%	90		
Sister or brother	40.8%	237	4.8%	28		
Other relatives	27.9%	162	7.6%	44		
Friend in high school	33.0%	192	4.1%	24		
Friend in college	26.7%	155	7.1%	41		
Personal role model	20.8%	121	15.1%	88		
High school science teacher (biology, chemistry, earth						
science)	31.0%	180	7.7%	45		
Extension professional (4-H agent or 4-H leader)	52.2%	303	7.2%	42		
High school counselor	48.7%	283	1.4%	8		
High school agriculture science teacher	47.0%	273	13.4%	78		
High school principal or administrator	59.9%	348	0.9%	5		
Other high school teacher(s) (history, math, English etc.)	47.3%	275	1.4%	8		
Alumni from the college of agriculture & life sciences	36.5%	212	7.1%	41		
Any other professionals	55.4%	322	11.0%	64		
Note. Scale: 1 to 10, 1= factor was not influential, 10= factor was very influential.						

Note. Scale: 1 to 10, 1= factor was not influential, 10= factor was very influential. Respondents could report a number between 1 and 10. Only respondents that reported 1 (not influential) or 10 (very influential) are reported here. *f* = Frequency of response.

Factors that Influence Student

Recruitment material was not reported as frequently to be influential in students' decisions regarding college choice. Table 2 reports the frequencies and percentages of students who identified recruitment materials as being influential in their decision to major in the College of Agriculture and Life Sciences. The recruitment material that the students listed as the least influential included departmental scholarships and other financial incentives. Of the students who responded to this question, 50.4% (n=293) listed scholarships as not influential, while only 5.2% (n=30) felt that scholarships from a department were very influential in their decision to major in the College of Agriculture and Life Sciences. On the opposite

Table 2. Recruitment Materials Reported as Influencing Students' Decisions to Major in the College of Agriculture and Life Sciences (N= 581) Not Influential Very Influential % % 25 18.2% 106 4.3% Internet sources about agriculture & life sciences TV programs about agriculture & life sciences 20.8% 121 1.7% 10 25.0% 145 1.4% Newspaper articles about agriculture & life sciences 8 225 0.3% Radio broadcasts about agriculture & life sciences 38.7% 2 Non-technical magazines about agriculture & life sciences (Time, US News, Newsweek, etc.) 32.0% 186 0.9% 5 Technical journals focused on agriculture & life sciences (Journal of Wildlife Management, Journal of Animal 36.8% 214 1.4% 8 Science, etc.) 5.2% Scholarship(s) from student's department 50.4% 293 30 Other financial incentives 47.3% 275 5.9% 34 5.9% Informational pamphlets about student's major 20.1% 117 34 Texas A&M University Internet sources about your major 14.5% 84 12.7% 74 Advertisements about the College of Agriculture and 5.3% Life Sciences 161 Note. Scale: 1 to 10, 1= factor was not influential, 10= factor was very influential. Respondents could report a number between 1 and 10. Only respondents that reported 1

(not influential) or 10 (very influential) are reported here. f = Frequency of response.

Table 3. Recruitment Experiences that May Have Influenced Students' Decisions to Major in the College of Agriculture and Life Sciences (N= 581) Not Influential Very Influential % % 97 23.1% 134 16.7% Agricultural science courses in high school Personal work in an agricultural & life sciences related 142 field of work 21.0% 122 24.4% Agriculture & life sciences related clubs or organizations 22.4% 130 20.7% 120 Agriculture & life sciences related hobbies 11.2% 65 27.5% 160 248 4-H or FFA leadership development events 42.7% 21.9% 127 4-H or FFA livestock shows, horse shows, or rodeos 39.6% 230 23.8% 138 4-H or FFA judging or career development events 45.3% 263 18.4% 107 Personal visit with a representative from Texas A&M 25.1% 11.5% University College of Agriculture & Life Sciences 146 67 11.2% 21.3% Faculty's friendliness in student's department 65 124 High school visits from Texas A&M University College 48.4% 5.3% 31 of Agriculture & Life Sciences representatives 281 Friendly atmosphere in College of Agriculture & 8.3% 48 21.9% 127 Life Sciences Teaching reputation of agricultural professors 16.4% 95 17.6% Teaching reputation of student's departmental & 98 major professors 16.2% 94 16.9% Agricultural related clubs/activities 25.0% 145 9.3% 54 6.9% Activities on the Texas A&M University campus 145 25.0% 40 Any other agricultural and life sciences experience(s) 18.2% 106 21.0% Any other factors that influenced selection of current 55.8% 324 5.7% 33

Note. Scale: 1 to 10, 1= factor was not influential, 10= factor was very influential. Respondents could report a number between 1 and 10. Only respondents that reported 1 (not influential) or 10 (very influential) are reported here. *f* = Frequency of response.

end of the spectrum, the participants ranked Texas A&M University Internet sources about their major as the most influential recruiting material with 12.7% (n=74) responding that it was very influential. However, the number of respondents who listed Internet sources as not influential was still greater at 14.5% (n=84). The lowest influence of all the recruitment material was granted to radio broadcasts about agriculture and life sciences (n=2) and non-technical magazines about agriculture and life sciences (n=5). Less than 1% of the respondents in each of these categories listed these items as very influential in their decision to major in the College of Agriculture and Life Sciences.

Influence regarding the selection of a major in the College of Agriculture and Life Sciences based on recruitment experiences encountered by the participants in this study is presented in Table 3. Almost half (48.4%, n=281) of the respondents listed high school visits from Texas A&M University College of Agriculture and Life Sciences representatives as not influential; while 4-H or FFA career development events came in with 45.3% of the students reporting that participation in these events was also not influential in their decision to major in the College of Agriculture and Life Sciences. Of the recruitment experiences listed, agriculture and life sciences hobbies were described as being very influential by 27.5% (n=160) of the participants. Personal work in an agricultural and life sciences related field was also more frequently reported as very influential (24.4%, n=142).

Career, professional and work related factors that students considered when selecting a major within the College of Agriculture and Life Sciences are reported in Table 4. The factor that most students gave no consideration to was the opportunity to work with plants (40%, n=228). The students showed much more consistency in the high consideration column, with six of the 10 categories given high consideration by at least 20% of the respondents. These categories included income gained after college, future job market of the career, working with animals, working with people, field (out-of-office) work and working outdoors. The highest consideration reported was the ability to work with people, which was indicated by 28.9% (n=165) of the respondents.

A compilation of work experience in agricultural or life sciences areas reported by current students majoring in agriculture and life sciences is reported in Table 5 using percentages

Table 4. Career, Professional, and Work Related Factors
Considered by Students when Selecting a Major within the College
of Agriculture and Life Sciences (N= 581)

	No Consideration		High Consi	deration
	%	f	%	f
Prestige of career	6.8%	39	15.6%	89
Income gained after college	3.7%	21	20.4%	116
Future job market of career	2.5%	14	23.9%	136
Location of career	6.8%	39	17.9%	102
Working with animals	23.0%	131	25.3%	144
Working with plants	40.0%	228	3.5%	20
Working with people	3.2%	18	28.9%	165
Field (out-of-office) work	9.6%	55	27.9%	159
Working outdoors?	14.6%	83	25.4%	145
Any other considerations?	37.4%	213	13.2%	75

Note. Scale: 1 to 10, 1= factor was not influential, 10= factor was very influential.

Respondents could report a number between 1 and 10. Only respondents that reported 1 (not influential) or 10 (very influential) are reported here. f= Frequency of response.

Table 5. Students' Agricultural Work Experiences Before Graduating from High School (N= 581)					
	%	f			
No agricultural work experience	36.7%	209			
Food processing	6.8%	39			
Horticulture	8.8%	50			
Work for a veterinarian	14.9%	85			
Work on family farm or ranch	38.6%	220			
Work on other farm or ranch	28.2%	161			
Forestry-related	2.3%	13			
Extension service	5.1%	29			
Wildlife management	10.9%	62			
Golf course	5.6%	32			
Agricultural biology experience	4.9%	28			
Landscaping business	10.4%	59			
Other agricultural experience	24.2%	138			

Table 6. Activities that Students Participated in During High School (N= 581)						
	%	f				
No high school activities	1.8%	10				
Student council or student government	38.6%	220				
Cheerleading or spirit squad	13.3%	76				
School newspaper or yearbook	11.4%	65				
Athletics	70.5%	402				
School electives (debate, drama, band, chorus, etc.)	44.4%	253				
Hobby clubs (chess, photography, etc.)	16.8%	96				
FFA	30.9%	176				
Other vocational student organizations						
(i.e., FCCLA, DECA)	20.2%	115				
School subject clubs (i.e., science club, math club)	25.4%	145				
National honor society	61.9%	353				
4-H	18.1%	103				
Other high school activity	36.5%	208				

and frequencies. Of the responding participants, 38.6% (n=220) reported having had work experience on the family farm or ranch. About the same amount of participants, 36.7% (n=209), reported no agricultural work experience prior to graduating from high school. Forestry-related work experience received the least amount of responses with only 2.3% (n=13) of the students reporting to have worked in this industry before they graduated from high school.

Frequencies and percentages of the activities that respondents participated in during high school are presented in Table 6. Only a few respondents (1.8%,

n=10) stated that they did not participate in any high school activities. Highest levels of participation were reported in athletics (70.5%, n=402), and the national honor society (61.9%, n=353). FFA was reported as a high school activity by 30.9% (n=176) of the respondents, while 4-H was listed by 18.1% (n=103) of the respondents.

Discussion

Prior research (Reis and Kahler, 1997; Rocca and Washburn, 2005; Wildman and Torres, 2001) indicated that parents are influential in regard to students' choice of major; however, while this study supported that previous research in that 18.1% of students reported parents as being very influential, it is critical to note that the percentage is not as high as one might have thought. In addition, siblings, other relatives and high school friends were not reported to be influential in regard to choice of major. Based on these findings, it was concluded that influence of family and friends on choice of major may be changing as the generation changes.

Results from this study revealed that there are components of secondary agricultural education that do not significantly influence student enrollment in the College of Agriculture and Life Sciences. Unlike a previous study finding (Dyer et al., 2002), data revealed that previous agricultural science courses in high school did not influence the study respondents' decision to enroll in a college of agriculture. Similarly, participation in agriculture and life sciences related clubs or organizations did not appear to influence respondents' enrollment in a college of agriculture and life sciences.

In regards to potential career based factors, the data collected revealed that the highest percentage of the students reported "working with people" as being highly considered when choosing a major within the College of Agriculture and Life Sciences. However, factors including "working with plants" and "working with animals" were reported more frequently by the respondents as not considered. Conversely, the ability to work "outside of an office" and a potential career "working outdoors" were both frequently reported as a high consideration when choosing a major within the college. These findings are similar to those reported by Reis and Kahler (1997) in regard to participation in high school agricultural science programs.

A considerable number of the respondents had work experiences in various agricultural and life sciences fields prior to graduation from high school. The work experience reported most often was working on the family farm or ranch, with 38.6% (n=220) of the respondents reporting that they had held a position of this nature. Based on these findings, it was concluded

Factors that Influence Student

that of the students who had held jobs in agriculture and life sciences related fields before graduating from high school, the majority of these jobs were on farms and ranches. However, more than one third, 36.7% (n=209), of the respondents reported that they had no work experience in an agriculture or life sciences related field. This differs from Wildman and Torres (2001), who reported that "prior experience" (p. 54) in agriculture was the most influential factor in choice of major.

Athletics was reported as the most popular high school activity for responding students, with over 70% (n=402) reporting that they participated in athletics. A slightly less amount, 61.9% (n=353), reported that they participated in national honor society in high school. The two most common agriculture and life sciences related clubs (i.e., FFA and 4-H) showed moderate to low participation from the students in this study. Based on these findings, it was concluded that students who major in the College of Agriculture and Life Sciences may not necessarily come to the classroom with extensive agricultural experiences or agricultural training.

Recommendations and Implications

Students interact and relate to technology on a regular basis; thus, it is not surprising that the Internet was reported as one of the more influential forms of communication. The traditional means of recruiting students to a college of agriculture must be revisited. Students who have interests and abilities in science and math but are perhaps not a part of a secondary agricultural education program must be made aware of opportunities within the field of agriculture so that the need for human capital in this area can be met. Past studies conducted by Dyer et al. (1999) and Washburn et al. (2002) reported high school agriculture teachers to have demonstrated the most influence on students entering colleges of agriculture. The results of the current study do not support those findings. The study reported here found that several components of secondary agricultural education programs, in addition to high school agriculture teachers, do not influence a student's decision to enroll in the College of Agriculture and Life Sciences

The millennial generation has characteristics and interests that are different than previous generations. Colleges of agriculture should invest more time and effort into recruiting this diverse and often misunderstood generation of students and begin developing new recruitment strategies for future students. Given that findings from this study found that significant persons and communication efforts are not highly influential, perhaps instead of Chapman's Model of Student Choice, recruitment efforts should focus on using apps, TwitterTM,

Facebook[™] and other social media to effectively reach clientele that includes students from varied (i.e., non-agricultural) educational backgrounds.

Implications stemming from this study are largely directed at recruitment efforts currently being used by colleges of agriculture. Having students visit a college campus for any type of event has always been viewed as a prime opportunity to recruit for the university and the college hosting the event. If indeed 4-H and FFA events are not influencing nearly half of the students in the study to choose a major in the College of Agriculture and Life Sciences, consideration should be given to how funds for recruitment are spent.

Colleges of agriculture have typically enrolled a high percentage of students with some agricultural background, often with 4-H or FFA influences. While the authors are not recommending that administration abandon efforts to recruit students who are active in agricultural youth organizations in high school, it is critical that additional populations receive recruitment attention. As the population changes and as our society becomes further removed from production agriculture, perhaps it is time to revisit strategies to attract non-agriculture students to colleges of agriculture.

There are several recommendations for practice and future research. Colleges of agriculture should explore all means of social media (e.g., apps, TwitterTM, FacebookTM) to determine the most effective means of communicating with today's potential students. Recruitment efforts should be focused on reaching an increasingly diverse and non-agricultural pool of potential students while continuing to develop recruitment materials and media that will resonate with parents/guardians and other relatives.

This study represents the viewpoint of the 80% of students who voluntarily completed the online survey and thus there is the potential for bias. Future research should investigate the use of social media on college of agriculture student recruitment. Comparing students with agricultural backgrounds (e.g., 4-H/FFA members) to students with no agricultural background to determine differences in recruitment strategies as well as whether or not actual visits to campus (e.g., 4-H/FFA events, campus tours, summer workshops) lead to enrollment in a college of agriculture. The determination of the relationship between selection of college major and career goals reported by agriculture students could provide additional insight into this line of inquiry.

Summary

A total of 581 students reported parents and guardians were the most influential people in students' decisions to enroll in a major within the College of Agriculture and

Life Sciences. The Internet was indicated as the most influential recruitment source and "agriculture and life sciences related hobbies" were reported most frequently as an influence on respondents' decision to major in the College of Agriculture and Life Sciences. "Working with people" was reported as the leading career, professional and work related factor in choosing a major in the College of Agriculture and Life Sciences. These factors, along with many others, require further investigation to enhance recruitment efforts in colleges of agriculture.

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