



TEXAS STATE UNIVERSITY
Expanded Version of the President's Briefing
Presented to the Board of Regents
August 11-12, 2022

RECRUITMENT AND RETENTION

Enrollment Strategies

Financial Aid and Scholarships. Texas State University is responding to the rising cost of college by leveraging federal and state grants, donor support, and institutional funds to reduce as much as practical the cost of attendance for current and future students. TXST has:

- Increased assured and merit scholarships to freshmen.

In Fall 2021, TXST implemented the first year of a \$40M, four-year plan to increase assured and merit scholarships for freshmen by \$11.6M annually. As of June 27, 2022, compared to the previous year, scholarship acceptances have increased by 1,053 (42%). This increase is fueling other increases -- new student orientation registration of first-time in college students is up by 728 (10.1%) and housing contracts are up by 847 (14.1%).

- Increased assured scholarships to transfer students.

In January 2022, TXST implemented the first year of a \$4.2M, two-year plan (\$2.1M/year) to provide assured scholarships to transfer students beginning in Fall 2022. As of June 27, 2022, 1,341 scholarships have been accepted. Preliminary data indicate that this new investment is working. Year-to-year comparisons reveal increases in new transfer student orientation registrations by 233 (13.7%) and in new transfer student registrations for Fall 2022 classes by 201 (22%).

- Received grant funding.

In 2021 and 2022, TXST received a \$3M grant from the Texas Higher Education Coordinating Board (THECB) to provide scholarships to help former students and displaced workers return to college to complete their degrees. As of May 24, 2022, TXST has awarded \$1.9M to 599 students, and enrolled 479 former students and graduated 116. The remaining reskilling grant funds will be awarded in summer 2022 and fall 2022.

In January 2022, TXST received an additional \$250,000 from the Governor's Emergency Education Relief Fund to clear institutional-level outstanding student balances, such as accumulated fees and institutional-level financial holds, of up to \$1,000 per eligible student. As of June 2, 2022, TXST has awarded 160 completion grants totaling \$140,369.

New Strategic Partnerships. TXST formed new enrollment articulation agreements with Harmony Public Schools, IDEA Public Schools, Galveston College, Austin Community College, and Huston-Tillotson University. Similar agreements with Dallas College and Coastal Bend College are pending.

New Degree Programs and Name Changes. TXST continues to evolve its degree programs to remain competitive and meet the workforce needs of Texas. For example:

- The THECB has authorized TXST to offer a new Bachelor of Science degree program with a major in Mechanical Engineering, and the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) has granted approval for the Ingram School of Engineering to begin offering this new degree program in fall 2022. The program anticipates attracting 66 majors in its first year (2022) and steadily growing to 477 majors by its fifth year (2027). Preliminary admittance data suggest higher numbers are possible for fall 2022, as 172 freshman and 39 new transfer admits have declared the mechanical engineering major.
- The Master of Long Term Care Administration is currently under review at the THECB and will hopefully be approved for fall 2022.
- Two motions have been submitted to the Board of Regents requesting to change:
 - The name of the Emmett and Miriam McCoy College of Business Administration to the Emmett and Miriam McCoy College of Business, and
 - The name of the Department of Computer Information and Quantitative Methods to the Department of Information Systems and Analytics.
- As part of the strategic planning process, discussions with departments are under way to create additional face-to-face and online master's and doctoral degree programs with high work force needs and to review and update existing degree programs.

Graduate College-Specific Strategies: The Graduate College is launching recruitment strategies:

- “Bridges to a Graduate Degree,” an initiative designed to provide in-depth support for TXST undergraduate students interested in graduate education (particularly students from historically underrepresented groups). The initiative focuses on learning how graduate school works, crafting a high-quality graduate school application, and setting the stage for success in a graduate program.
- Partnerships with Hispanic Serving Institutions and Historically Black Colleges/Universities to build pipelines from undergraduate to graduate degrees. One such model is a recent MOU between our master's degree in exercise science and an undergraduate program at Huston-Tillotson University.
- In collaboration with the Office of International Affairs, partnerships with international recruiting companies.
- Increased marketing of all graduate programs. Given the new pricing model of the online graduate degree programs, we expect enrollment in these programs to increase.

The Graduate College is also focused on student success. Taking an evidence-based approach, The Graduate College continues to update its professional development and funding support services for graduate students and training opportunities for faculty and staff. For instance, the offerings in our professional development series are being updated based on qualitative and quantitative responses to our offerings, student awareness, and graduate program input.

Fall 2022 Enrollment

Undergraduate. As of July 5, 2022, and compared to the same time in the previous year, the number of registered new freshmen was 4,468, a 26.4% increase (933 more freshmen), and the number of registered new transfers was 1,503, a 10.9% increase (148 more transfers).

With seven New Student Orientations remaining, we are expecting to end up with a record freshman enrollment of more than 7,000.

As of July 5, 2022, the freshman persistence rate from Fall 2021 to Fall 2022 was 79.2%, compared to 75% for the Fall 2020 freshman cohort.

Graduate. As of July 5, 2022, and compared to the same time in the previous year, the number of new doctoral students was 69, a 20.7% decrease (18 fewer new doctoral students), and the number of new master's students was 770, a 17.2% decrease (160 fewer new master's students).

Of note, while a few programs at the master's level (e.g., Computer Science, Construction Management, and Data Analytics) saw increases in applications, many others saw decreases. The decline in graduate enrollment is of no surprise given the strength of the current labor market. Also, the programs with high application numbers have increased the number of students accepted to some degree. However, the number of students they can accept is limited by capacity challenges such as class size, sections offered, accreditation standards, and faculty supervision of student research.

SPONSORED PROGRAM AWARDS - RESEARCH AND INSTRUCTIONAL

Texas State University is a national research university with a Carnegie Classification of Doctoral University: High Research Activity (R2) and a Texas-designated Emerging Research University (ERU). We are focused on raising our national research profile and achieving national prominence as an R1 university. A critical next step is to achieve eligibility for access to the state's National Research University Fund (NRUF). NRUF was created by the Texas Legislature to provide additional funding to support research activity and elevate the institutional profiles of the state's public universities. Achieving NRUF eligibility would unlock access to funds dedicated to assisting ERUs in becoming major research universities. Fund eligibility is determined by several metrics, including two consecutive years of \$45M+ in restricted research expenditures (RRE).

TXST has experienced four consecutive record-setting quarters in RRE. For the third quarter of FY2022, RRE topped \$10.3M. We received 21 Research and Instructional Awards of \$100,000 or more, ranging from \$100,000 to \$1,445,000 during the third quarter of FY2022. For FY2022,

total RRE is projected to be \$39M. With such a steep upward trajectory, we anticipate achieving the NRUF metric for RRE in FY2023 and FY2024.

The table below includes the Research and Instructional Awards of \$100,000 or more received during the third quarter of FY2022.

Recipient/Unit	Funding	Project Title and Purpose
Dr. Lawrence V. Fulton School of Health Administration	\$1,445,000 THECB	Texera Credentialing for Data Science will build an accessible, high-value credentialing and certification program for data analytics to support current and future Texas workforce requirements.
Dr. Paul C. Dawkins Department of Mathematics	\$600,000 National Science Foundation	Generating a Research-Informed Transition to a Mathematical Proof Curriculum will use design-based research to pursue student experiences and success in introducing proofs and to develop theory regarding how learning occurs in this teaching and learning space.
Dr. Nestor D. Guillen Matheus Department of Mathematics	\$498,966 National Science Foundation	CAREER: Integrodifferential and Transport Problems in Partial Differential Equations will advance the understanding of partial differential equations modeling nonlocal and transport phenomena. Funding will help build a pipeline that recruits, trains, and mentors mathematically gifted students at TXST.
Dr. Laure Brimbal School of Criminal Justice and Criminology	\$497,785 National Institute of Justice	Improving Investigations and Community Relations Through the Training of Evidence-Based Interviewing Skills in Frontline Officers will compare trained and untrained officers regarding their skills and outcomes of their public interactions.

<p>Dr. Kathy Ybanez-Llorente Department of Counseling, Leadership, Adult Education and School Psychology</p>	<p>\$424,761 THECB</p>	<p>Attaining Culturally Sensitive Counseling Educational Opportunities to Support Linguistic and Trauma-Based Intervention Services will increase access to counseling services for underserved populations by retaining existing and creative new clinical partnership sites, placing student interns at these sites, and offering training in multicultural counseling competency, trauma-based interventions, and linguistically diverse services.</p>
<p>Mr. John R. Curnutt Advanced Law Enforcement Rapid Response Training Center</p>	<p>\$417,994 Year 2 of 4; Total Award \$1,204,688 Texas A&M Engineering Extension Service</p>	<p>Homeland Security National Training Program-Active Shooter Incident Management will provide Active Shooter Incident Management Courses as part of the ALERRT Center's research-based training program.</p>
<p>Dr. Kecheng Yang Department of Computer Science</p>	<p>\$389,995 National Science Foundation</p>	<p>Research Experiences for Undergraduates (REU) Site: Edge Computing will address the challenges of systems and application research in edge computing and applications on smart wearable devices.</p>
<p>Dr. Timothy P. Gocha Department of Anthropology</p>	<p>\$349,970 National Institute of Justice</p>	<p>Improving Age-at-Death Estimates from Human Skeletal Remains Through Spatial Analysis of Intracortical Remodeling Using Geographic Information Systems Software will focus on the microscopic investigation of bone remodeling at the femoral midshaft to better estimate age from adult human skeletal remains.</p>

<p>Dr. Yong Yang Department of Mathematics</p>	<p>\$305,417 National Science Foundation</p>	<p>REU Site: Algebra, Combinatorics, and Statistics will provide research experiences for undergraduates in topics such as algebraic and combinatorial aspects of higher dimensional tailings, combinatorial problems arising from group theory, arithmetic properties of group invariants, linear and permutational representations.</p>
<p>Dr. Karen A. Lewis Department of Chemistry and Biochemistry</p>	<p>\$304,073 National Science Foundation</p>	<p>CheMICE: A Chemistry REU in Molecular Innovation and Career Exploration will continue to support a multidisciplinary chemistry research community with a focus on Molecular Innovation and Career Exploration.</p>
<p>Dr. Karen A. Lewis Department of Chemistry and Biochemistry</p>	<p>\$270,780 Year 2 of 5; Total Award \$1,572,149 National Institutes of Health</p>	<p>Undergraduate Research Training Initiative for Student Enhancement program (U-RISE at TXST) will increase the diversity and number of TXST students entering Ph.D. programs in biomedical research.</p>
<p>Dr. Shetay Ashford-Hanserd Department of Organizational, Workforce, and Leadership Studies</p>	<p>\$249,982 Year 2 of 4; Total Award \$843,895 National Science Foundation</p>	<p>CAREER: ACCEYSsing Black and Hispanic Women Community Cultural Wealth and Persistence in STEM and Computing Pathways will distribute a new community culture wealth of STEM and computing majors survey to Texas HSIs and HBCUs.</p>
<p>Dr. Stan McClellan Office of Research and Sponsored Programs - Johnson Space Center Engineering and Technical Support Program</p>	<p>\$245,440 Year 5 of 5; Total Award \$2,132,429 Jacobs Technology, Inc.</p>	<p>ORSP-JETS Program will provide scientific and technical support for Johnson Space Center, including managing extraterrestrial material samples, analyzing remote sensing products for earth and other planets, and developing techniques and tools related to discovering the origins of terrestrial and extraterrestrial life.</p>

<p>Dr. Jessica Dutton Department of Biology</p>	<p>\$190,902 Texas Sea Grant College Program at Texas A&M University</p>	<p>Relationship Between Mercury and Selenium Concentrations in Texas Offshore and Bay Fishes: Risk Assessment and Health Education will measure mercury (Hg) and selenium (Se) concentrations and calculate the Se-Hg molar ratios and Se health benefit values in muscle tissue from 30+ offshore and bay fish species caught commercially and recreationally along the Texas coast.</p>
<p>Dr. Robert Mace The Meadows Center for Water and the Environment</p>	<p>\$176,222 Hays County</p>	<p>Blanco River-Aquifers Assessment Tool for Water and Understanding Sustainability Trends will construct an integrated surface water and groundwater numerical model to simulate how the Blanco River interacts with its aquifers.</p>
<p>Dr. Aimee Kendall Roundtree Department of English</p>	<p>\$157,500 American Council of Learned Societies</p>	<p>Engaged Research in the Humanities Accelerator: Promoting Humanities Research to Explore the Diversity of the American Experience will reinstate, enrich, advise, and support exhibition projects advancing engaged humanities research in which our faculty and students partner with community members to creating knowledge and increase community, cultural, and educational engagement.</p>
<p>Dr. Jessica K. Perrotte Department of Psychology</p>	<p>\$147,472 National Institute on Alcohol Abuse and Alcoholism</p>	<p>Alcohol Use and Misuse Among Latinas in the U. S.: Addressing Gaps in the Literature with a Multi-Methods Approach will seek to triangulate across a variety of research methods to comprehensively address major gaps in literature on alcohol use among U. S. Latinas to benefit future prevention and treatment programs designed to reduce alcohol-related health disparities in an increasingly at-risk group.</p>

<p>Dr. Michael R. Forstner Department of Biology</p>	<p>\$130,412 Bastrop County</p>	<p>Houston Toad Minimization and Avoidance: 2022 Bastrop County Fuels will monitor the Houston toad during understory fuel operations and more intensely when weather conditions or breeding season necessitate compliance with current standards for avoidance and minimization within the Houston toad habitat.</p>
<p>Dr. Michael R. Forstner Department of Biology</p>	<p>\$117,590 AT&T Foundation</p>	<p>Houston Toad Monitoring and Management at AT&T Work Sites will provide the biological monitoring of activities during federally approved operations in Houston toad occupied counties or other locations where the U. S. Fish and Wildlife Service determines negative impact on Houston toads.</p>
<p>Dr. Jessica Dutton Department of Biology</p>	<p>\$104,964 Supplement Award; Total Award \$247,528 Texas Sea Grant College Program at Texas A&M University</p>	<p>Mercury and Plastic in Commercial and Recreational Fisheries in Lavaca, Matagorda, and San Antonio Bays: Risk Assessment and Interaction between the Two Contaminants will determine the concentration of mercury in plastic debris, water, sediment, fishes, and shellfishes collected throughout Lavaca, Matagorda, and San Antonio Bays to understand field concentrations.</p>
<p>Dr. Carmen E. Westerberg Department of Psychology</p>	<p>\$100,000 Year 2 of 3; Total Award \$300,000 The McKnight Endowment Fund for Neuroscience</p>	<p>Does Superior Sleep Physiology Contribute to Superior Memory Function? Implications for Counteracting Forgetting will provide new insights into how sleep contributes to highly superior autobiographical memory.</p>

PLANNING, ASSESSMENT, AND ACCREDITATION

2023-2029 University Plan

The President's Cabinet has reviewed the planning process, responsibilities, and timeline for the University Plan. Two initial steps have been completed, and are pending President's Cabinet approval:

1. *Mission Review*. A task force, using input from faculty, staff, and students, drafted new mission and value statements.
2. *Planning Background Briefs*. Task forces drafted five briefs that will be used in the development of the Plan. Each brief addresses a specific goal: supporting student success; advancing academic excellence; expanding discovery, innovation, creativity, and research; enriching campus inclusion; and developing infrastructure and resources.

Accreditation

TXST successfully completed the requirements for the Compliance Certification process and was deemed in compliance with all accreditation principles by the SACSCOC in December 2021. Because the U. S. Department of Education requires accreditors to physically visit campuses for institutions to be in full compliance, an on-campus visit by the SACSCOC Vice President assigned to TXST is pending.

INSTITUTIONAL DEVELOPMENT

Fundraising

As previously mentioned, TXST is pursuing eligibility for NRUF. One of the metrics is two consecutive years of a \$400M+ endowment. TXST has experienced three consecutive quarters of \$8M+ in philanthropic contributions. For the third quarter of FY2022, TXST received \$8.2M in gifts, including 10 gifts valued at \$100,000+.

As of May 31, 2022, TXST has received about \$26M in philanthropic gifts in FY2022. With these gifts, the NEXT IS NOW campaign has exceeded \$200M towards the goal of \$250M, and the total endowment value is \$342,841,231.

Alumni Relations

On June 27, 2022, Alejandra Merheb became TXST's new assistant vice president for Alumni Relations and executive director of the Alumni Association.

Events

Over the next several months, the Division of University Advancement (UA) will be introducing new TXST President Kelly Damphousse to major donors, alumni, and friends of the university at events on the San Marcos and Round Rock Campuses and in each of the major metropolitan areas. UA and/or Athletics will also be hosting alumni gatherings at all away football games.

ATHLETICS

The TXST Department of Athletics won the 2021-22 Sun Belt Conference's Vic Bubas Cup for the second time in the last four years. The Bubas Cup is awarded to the top athletic department in the SBC.

Teams

Basketball. TXST men's basketball capped their SBC championship season with a program first -- playing in the National Invitation Tournament (NIT). The Bobcats, led by back-to-back SBC Coach of the Year Terrence Johnson, won 20+ games for the third time in the last four years.

Baseball. TXST baseball, led by SBC Coach of the Year Steven Trout, had a historic season:

- Best record in program history.
- Regular season SBC champions for the second time in the last four years.
- Selected to the NCAA baseball championship tournament for the first time since 2011.
- Ranked in the nation's top-25 for nearly the entire season, ending the season ranked 17 by Collegiate Baseball.

Football. This fall, Bobcat Nation will see a highly anticipated team of more than 30 newcomers, 19 returning starters, and other key returners take the field on September 10, 2022, in the home opener against Florida International University.

Golf: Evan White won the individual medalist honors at the SBC tournament and secured a spot in the NCAA regionals. White was the first Bobcat to qualify for NCAA regionals since 2014.

Softball. TXST softball entered the SBC championship game on a 15-game winning streak. Though they lost that final game, their impressive performance placed them in the conversation for the NCAA tournament; unfortunately, they narrowly missed the field of 64.

Tennis. Retired women's head coach Tory Plunkett has been replaced with Kendall Brooks, a highly-respected leader with head coaching experience and deep recruiting ties in Texas.

Track and Field. Alyssa Wilson won SBC championships in the hammer throw, shot put, and discus and qualified for all three events at the NCAA outdoor track and field championships. Wilson was national runner up in the hammer throw, setting a collegiate record by an American.

Fundraising and Facility Improvements

On April 30, 2022, the 33rd Annual Bobcat Bonanza was held for the first time in three years. With more than 600 Bobcat supporters in attendance, this year's event raised the second-most funds ever. That night, we recognized Bo and Darlene Trevillion for their \$2M gift to assist with the \$37M renovation of the South End Zone Complex at Bobcat Stadium. The new weight room in the renovated complex will be named in honor of their late son, William Trevillion IV, who tragically passed away in January 2016. He was a member of the 2013-2016 football program. In May 2022, TXST Distinguished Alumnus and Hall of Honor member Jeff Foster, along with his wife, Jamie, gave \$900,000 to support the men's basketball program.

We completed a \$1.7M West Priority Seating Project, which included installation of 3,000 fixed, cushioned seats behind the TXST bench at Bobcat Stadium.

CAPITAL IMPROVEMENTS

Projects Currently Pending Board Approval

Proposed Capital Improvements Program (CIP) Additions

- Band Storage Building (2022-2027 CIP) (Est: \$1.2M)
- Medina Hall Renovations (2023-2028 CIP) (Est: \$1.2M)
- Jowers Roof Replacement (2023-2028 CIP) (Est: \$1.5M)

Future Projects Requiring Board Approval in the Near Future

Design Development

- Bobcat Stadium End Zone Complex Expansion – Design Development Approval projected for February 2023 (Total Project Cost (TPC): \$37M)
- Science, Technology, Engineering, and Mathematics Building – Design Development Approval projected for August 2023 (TPC: \$137.4M)
- Esperanza Hall – Design Development Approval projected for May 2023 (TPC: \$52.4M)

Final Report. Pecan Building final report projected for November 2022 (\$9M).

Information Items Not Requiring Board Approval

Groundbreaking. Hilltop Housing Complex broke ground in May 2022 (\$125.2M).

Ribbon Cutting. Live Oak Hall will open Fall 2022 (\$10M) and the Infrastructure Research Laboratory will open Fall 2022 (\$14M).

Building Renaming. The Undergraduate Academic Center will be renamed the Denise M. Trauth and John L. Huffman Undergraduate Academic Center in Fall 2022.

For more details, refer to the [map of the Fall 2022 Major Construction Projects](#).

INFORMATION TECHNOLOGY

Data Center Upgrade

The data center network upgrade replaced aging equipment in TXST's three data centers with modern state-of-the-art hardware. The new system provides increased network speed and capacity of up to 100 gigabits per second to systems hosted in the data centers. The new equipment supports Multi-Protocol Label Switching, which allows services to be divided into secure virtual networks, and thereby enhancing security and reliability.

TXST Domain Change

"TXST" has become the most widely used expression of the university's identity. While originally used by the Department of Athletics, the use of "TXST" has steadily spread throughout the remainder of the university, including its inclusion in the NEXT IS NOW capital campaign. To that end, the Division of Information Technology has transitioned TXST's website domain (internet address) from "txstate.edu" to "txst.edu" for websites hosted in the content management system, Gato. Over the next year, the division will work with the university community to transition other websites not hosted in Gato to the new TXST domain. All existing txstate.edu links will remain functional.

Microsoft Customer Relationship Management System Dynamics

Information Technology implemented the marketing portion of the Microsoft Dynamics customer relationship management system (CRM), which has taken the place of the previous Salesforce implementation. The Dynamics 365 Marketing module will improve customer experiences at TXST, allowing relationships to strengthen through personalized journeys. The Marketing module will allow TXST to make faster and better decisions using the power of data and artificial intelligence. Dynamics 365 Marketing includes the capabilities to create graphical email and to design interactive customer journeys to support TXST's marketing initiatives.

Ellucian Analytics

TXST implemented Ellucian Analytics software as a service application leveraging Ellucian Ethos' open data model, integrating student and financial aid data, and rendering it through a user-friendly interface. Ellucian Analytics provides personalized, intuitive dashboards converting data into actionable insights that drive student success and institutional growth.