

TEXAS  STATE <sup>®</sup>  
UNIVERSITY

SAN MARCOS • ROUND ROCK • QUERÉTARO, MX  
TXST ONLINE • TXST GLOBAL

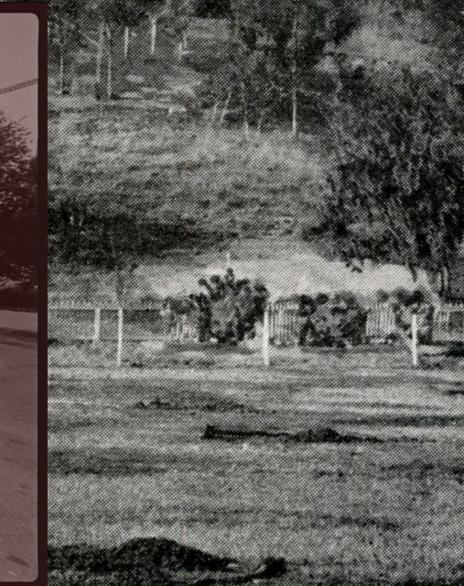
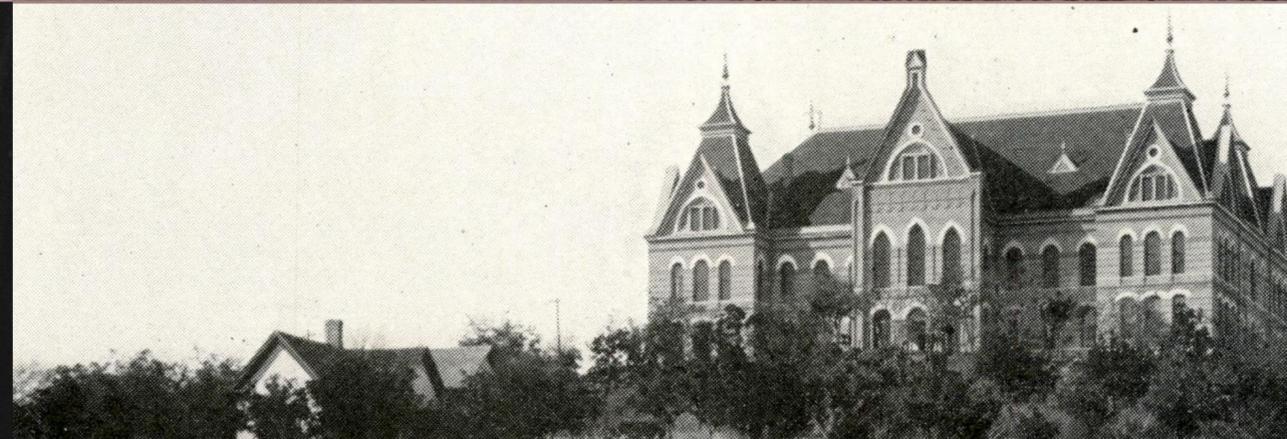
MEMBER THE TEXAS STATE UNIVERSITY SYSTEM



**A STORY**

**125 YEARS IN**

**THE MAKING**



# THE OPPORTUNITY

**1**

Lead the institution's vision and strategic direction.

**2**

Enhance academic excellence and build research capacity.

**3**

Diversify revenue streams and grow the endowment.

**4**

Build a strong intercollegiate athletics program.

**5**

Raise the institution's state and national profile.

# HOPES & ASPIRATIONS HIGH

**1**

Elevate  
Student  
Success

**2**

Increase  
Recruitment  
& Enrollment

**3**

Enhance  
Round Rock  
Campus

**4**

Run to R1  
by 2027

**5**

Improve the  
Employee  
Experience

# Austin American-Statesman

FRIDAY, AUGUST 26, 2024 | STATESMAN.COM

SERVING OUR COMMUNITY SINCE 1871

PART OF THE USA TODAY NETWORK



## 'Texas State has risen'

On 125th anniversary, university celebrates growth, sets eyes on research

## TXST SINCE 2022

**+9%**  
growth in  
enrollment;  
**+8%** in new  
students

**\$40M** new  
investment  
in athletics

Completed  
our **largest**  
fundraising  
campaign

**\$475M**  
construction  
boom

**40,678**

**NEW ENROLLMENT**

**RECORD**



# SETTING RECORDS

- Freshmen (8,165)
- Total New Students
- Undergraduate Headcount
- New and Continual Doctoral Students
- International Enrollment
- Applications (45,157 Fall '24)
- Overall Student Credit Hours





**8,300+**

**DEGREES AND**

**CERTIFICATES**

**TXST ROUND ROCK**



**NEW PROGRAMS**



# OPENING THE DOOR TO HIGHER EDUCATION



**TXST ONLINE**



**TXST QUERÉTARO**



**COMMUNITY COLLEGES**

**ACADEMIC**

**RANKINGS &**

**ACHIEVEMENTS**

Top

**25**

Drama Schools in  
the World

**9**

Grad Programs  
Among Best in  
Country

**#25**

In America's Top  
Online Colleges

Top

**#1**

Best BSN Program in  
Texas

**10**

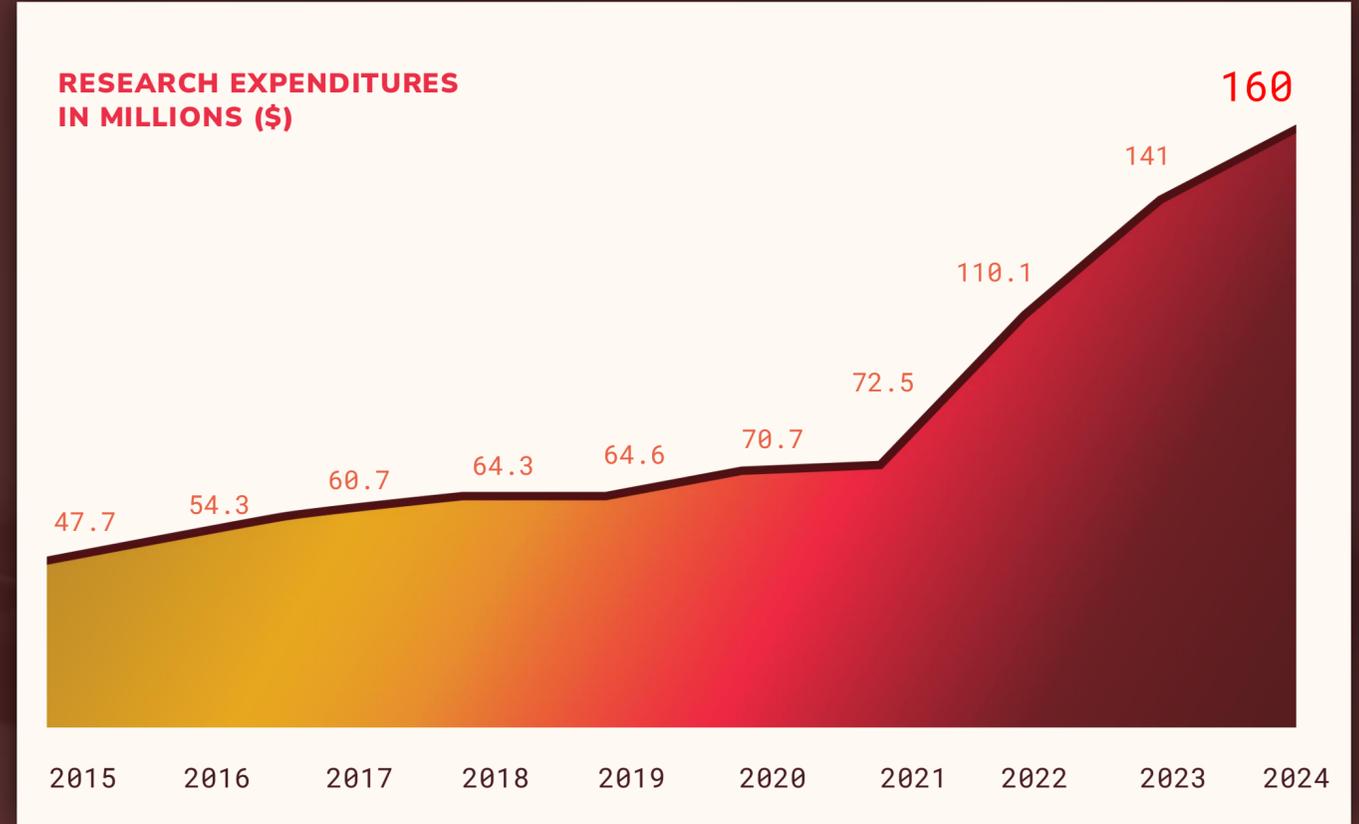
Military Friendly  
School

**#16**

in U.S. for Bachelor's  
Degrees Awarded to  
Hispanic Students

# ON THE

# RUN TO R1



## 1

TXST is on track to reach the Carnegie R1 classification by 2027.

## 2

**TXST Research expenditures topped \$160 million in FY2024.**

## 3

In the last decade, our research expenditures have tripled and more than doubled over the previous three years.

## 4

Last year, TXST made a \$50M investment in growing its doctoral programs over the next five years.



**THE TEXAS**

**UNIVERSITY FUND**

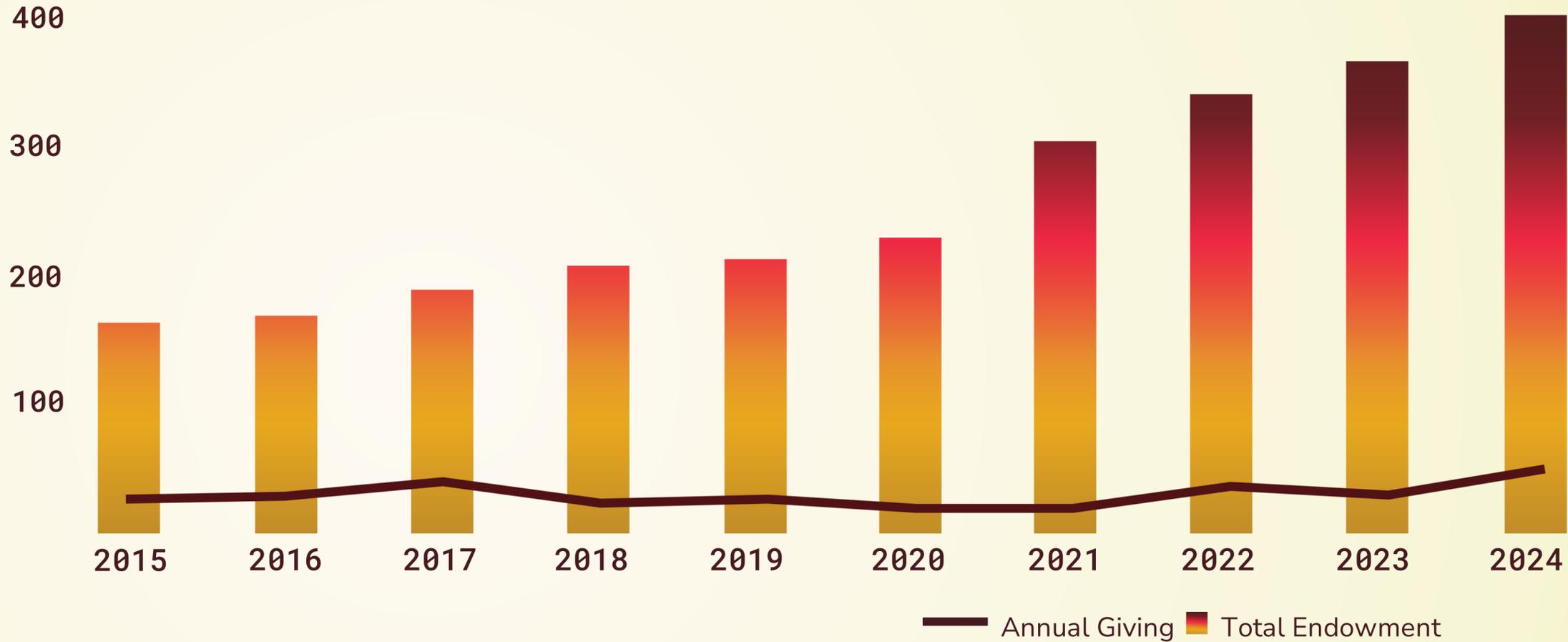
TXST is just one of four institutions included in the new Texas University Fund (Houston, Texas Tech, and UNT are the others). TUF is a \$4B endowment shared by the schools. The revenue is designated to enhance their research profile. **TXST receives \$22.5 million annually from TUF, but we have qualified for double (\$45M)** when the legislature adds to the TUF corpus.

# BUILDING A CULTURE OF SUPPORT

This past year, we set another fundraising record as we celebrated the successful close of our latest capital campaign, exceeding our \$250M fundraising goal by \$25M.

Even more encouraging for the future, more than half of our campaign gifts came from new donors, and 26% of the donor base had graduated in the last 10 years.

## PHILANTHROPY TREND



### TXST'S CAPITOL CAMPAIGN BENEFICIARIES:

**\$166M**  
for scholarships.

**\$51.5M**  
for academics  
and research.

**\$29M**  
to support  
student-athletes.

**\$29M**  
for infrastructure  
and facilities.

**\$393M**  
endowment  
*(not counting \$4B  
TUF endowment)*



# SUSTAINABLY STRONG

FY2025

**Total University Budget**

**\$1B**

**+8.1% (FY24)**

**State Appropriations**

**\$240M**

**+27% (FY22)**

**Athletics Budget**

**\$44M**

**+12% (FY24)**

**Total Endowment**

*(not counting \$4B TUF endowment)*

**\$393M**

**+9% (FY24)**

**Active Planning, Design, Construction**

**\$677M**

**(May 2024)**



**ON-CAMPUS BOUTIQUE HOTEL**

*\* pending Regents approval*

# BUILDING FOR THE FUTURE

- **173** construction and renovation projects totaling **over \$450M.**
- **Construction on three new residence halls** is completed or underway to accommodate enrollment growth. By 2027, on-campus housing will exceed 12,000 students.



**SOUTH END ZONE COMPLEX**

**MUSIC BUILDING**



**STEM BUILDING**



**BUILDING FOR THE FUTURE**



**HILLTOP HOUSING - ALAMITO & CIBOLO HALL**



**CANYON RESIDENCE HALL**



**ESPERANZA HALL**



VIC BUBAS CUP  
ALL-SPORTS AWARD  
TEXAS STATE UNIVERSITY  
2023-24



BEST IN THE



Texas State has claimed the Sun Belt Conference Commissioner's Cup in **three of the past six years (including 2023-24)**, solidifying its reputation as the top athletics department in the conference.

# FOOTBALL AS BIG AS TEXAS



## CROWDS

AT UFCU STADIUM

The atmosphere at UFCU Stadium is incredible. During the 2023 season, we set **all-time high football attendance** marks.



## TELEVISION

VIEWERSHIP

Thus far, TXST has been selected to host **three nationally televised games** in 2024 on ESPN, ESPN2, and ESPNU.



## THE BRAND

LICENSING

TXST ranked **61st nationally among CLC schools** in gross licensing revenue.



# SHOWING UP

# SHOWING OUT

## RECORD CROWDS

25,000 average

Football attendance is up 11% through our first three games of 2024, including a sellout crowd of 28,000 vs. UTSA and 25,000 for a Thursday primetime ESPN game vs. Arizona State.

## 8,000

Students per game

Over 8,000 students have packed UFCU Stadium for each home game this season.

**UPCOMING OOC GAMES IN TEXAS**

**TAKE BACK  
TEXAS**



**2026**

TEXAS LONGHORNS



**2027**

TEXAS A&M AGGIES



**2029**

TCU HORNED FROGS



**2025-2031**

UTSA ROADRUNNERS



**2026 & 2030**

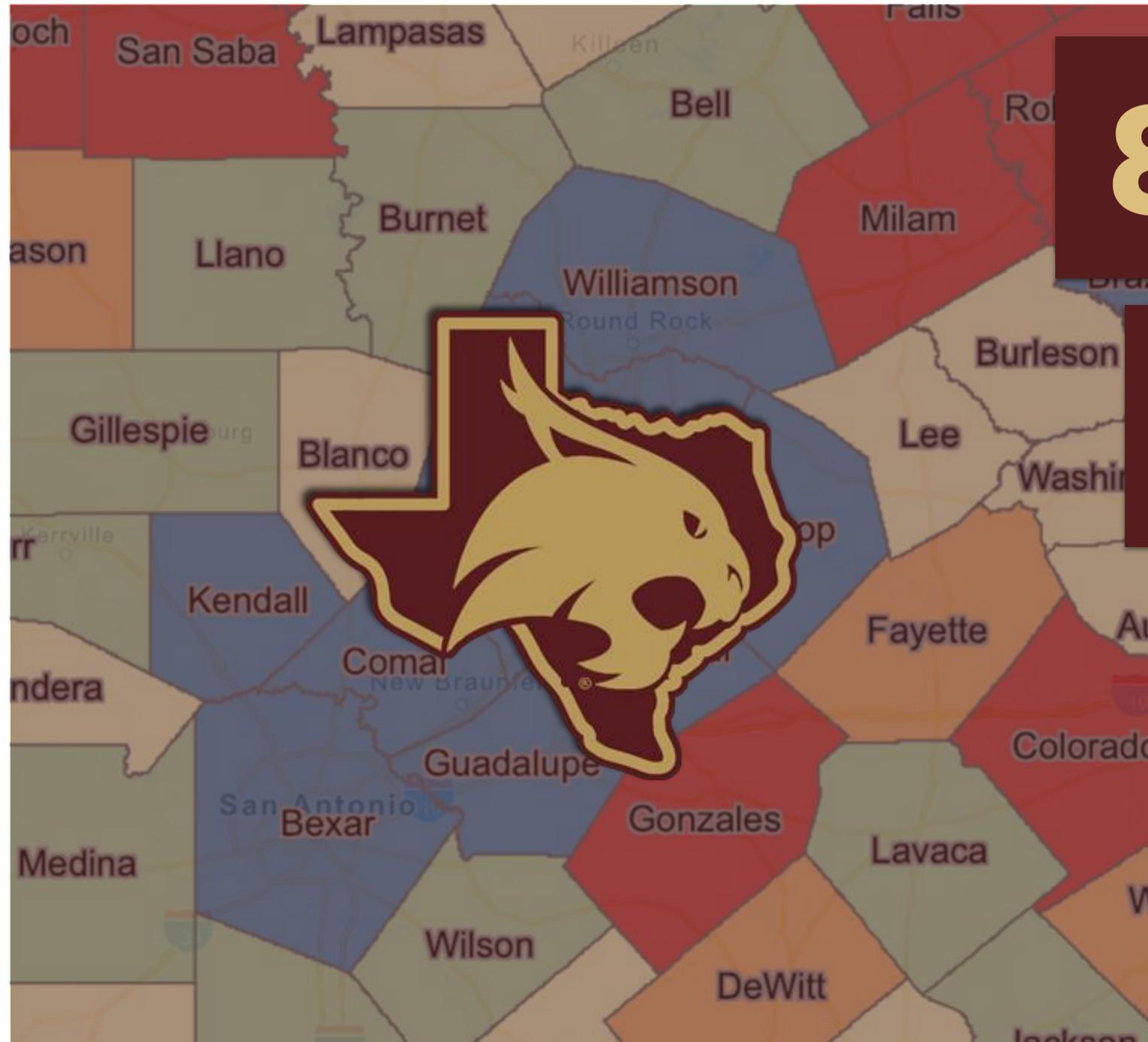
UNT MEAN GREEN



**2028 & 2031**

UTEP MINERS





**8.3 MILLION**

**PEOPLE**

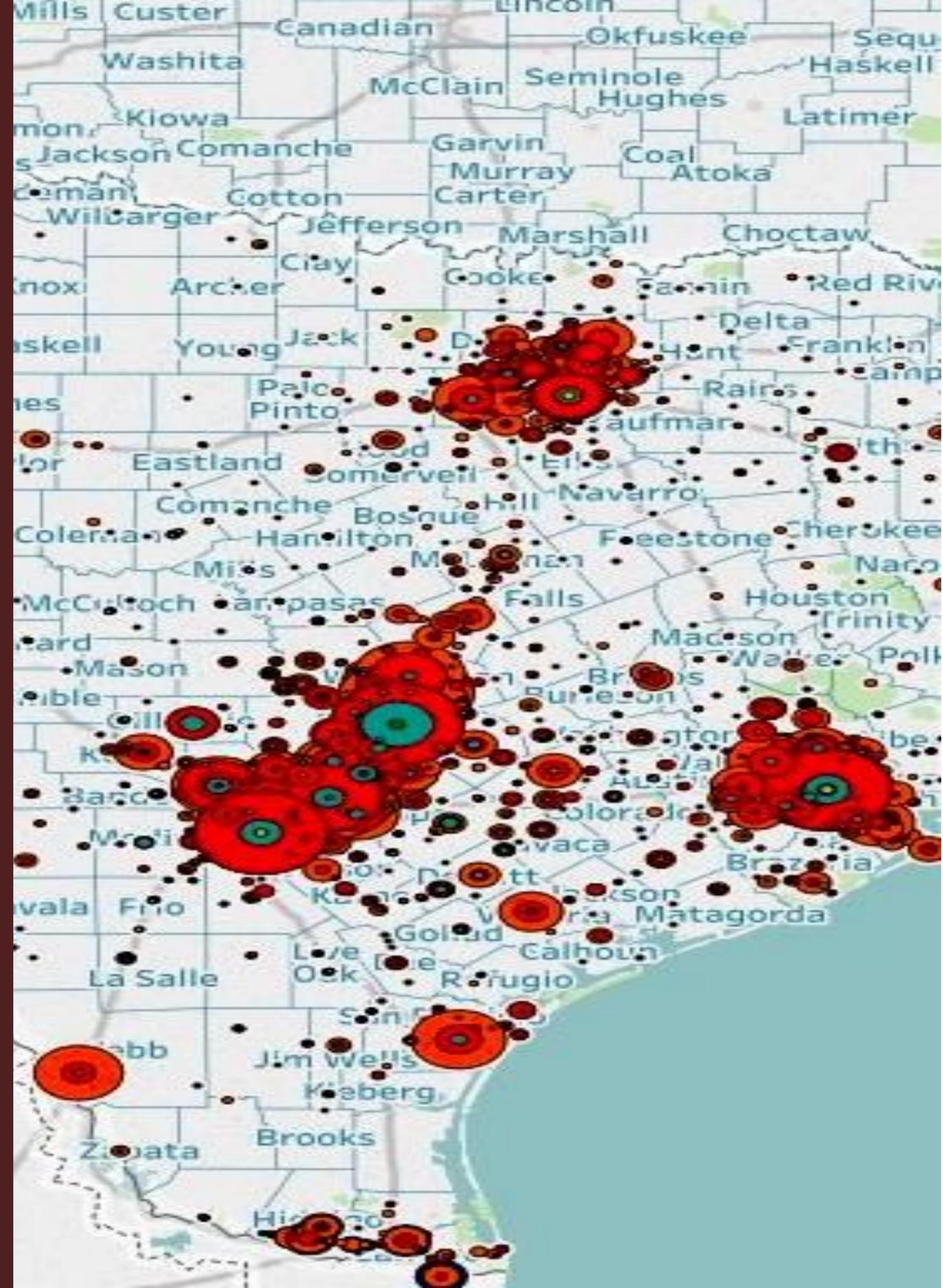
are projected to live between Austin and San Antonio by 2050.

More than the Houston and DFW Metros today.

% Pop Change 2020-2060 (Number of Counties)  
51% to 316% (34)

# ALUMNI DEEP IN THE HEART OF TEXAS

- More than **236,000** living alumni.
- **89%** call Texas home.
- **More than 130,000** alumni live along the San Antonio and Austin corridor.
- **134,083** alumni graduated after 1990:
  - 19% between 20-29 years of age
  - 26% between 30-39 years of age
  - 20% between 40-49 years of age



### Texas State University presidential debate

The debate, scheduled for Sept. 16, 2024, at the newly named Marcos school would be the first Texas university presidential debate.

BY KAYLA GUO JUNE 24, 2024 5 PM CENTRAL



CBS AUSTIN

### La Cima community spotlight: Eat 'em up at Texas State University celebrates 125 years

### Diario de Querétaro

### Llega Texas State University a Querétaro

Buscan fortalecer su presencia educativa y atraer a estudiantes tanto de México como de otros países



# San Antonio Express-News

NEWS

## Texas State University board OKs contract for campus in Mexico

The university is partnering with a group of Mexican investors on plans for the satellite campus, which is to be built near Santiago de Querétaro.

By **Richard Webner**, Staff writer  
Aug 9, 2024



## Austin American-Statesman

SERVING OUR COMMUNITY SINCE 1871

## Bats to Cats: Texas State, Austin Community College announce 'seamless' transfer program

**Lily Kepner** Austin American-Statesman  
Published 1:52 p.m. CT April 18, 2024 | Updated 10:59 a.m. CT April 19, 2024

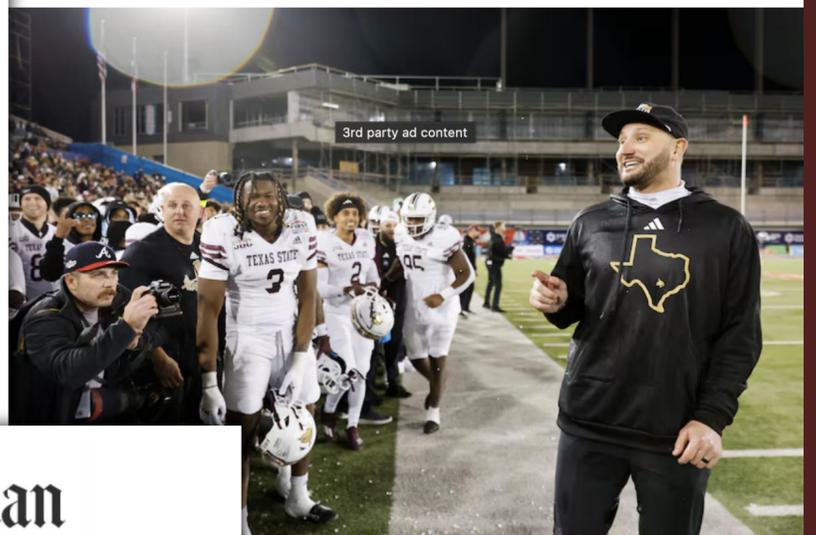


# The Dallas Morning News

COLLEGE SPORTS

## J. Kinne has made football Texas State's biggest attraction since swimming pool

Kinne's Bobcats have been hogging time on ESPN ever since he arrived last year.

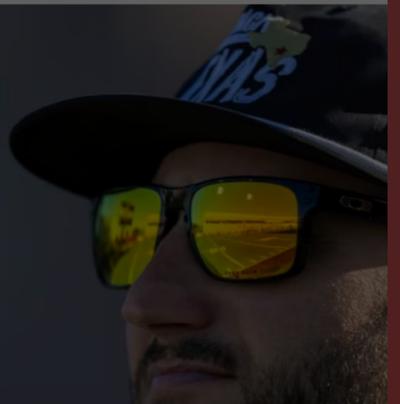


Head coach J. Kinne douses the players as he is doused by water ahead of his team's victory in the First Responder Football game, Dec. 26, 2023, in Dallas. (Shafkat Anwar / Staff Photographer)



## Texas State football's 25 season with first training camp

Can a new quarterback help take the team to the next level?



**THE MEDIA COVERS TXST IN AUSTIN, SAN ANTONIO, ACROSS TEXAS AND AROUND THE WORLD.**

**4,786 Placements  
Reach of 1.8B**

— Earned Media ATX and SATX MSAs, (Jan. '23-Sept. '24)

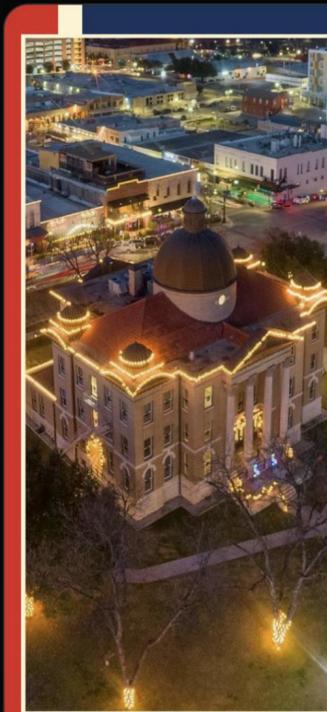


# SAN MARCOS, TX: THE BEST COLLEGE TOWN IN TEXAS.



Texas Football Life @txfbllife · Mar 7

NEW For the second year in a row, San Marcos tops our list as the best college town in the state!



## THE BEST COLLEGE TOWNS IN TEXAS 2024 EDITION

- |    |                 |  |
|----|-----------------|--|
| 1  | SAN MARCOS      |  |
| 2  | COLLEGE STATION |  |
| 3  | LUBBOCK         |  |
| 4  | DENTON          |  |
| 5  | NACOGDOCHES     |  |
| 6  | HUNTSVILLE      |  |
| 7  | GEORGETOWN      |  |
| 8  | WACO            |  |
| 9  | ABILENE         |  |
| 10 | STEPHENVILLE    |  |

BASED ON COST OF LIVING, NIGHTLIFE, POPULATION OF LESS THAN 300K, ACCESS TO OUTDOOR RECREATION, AND SAFETY - ONLY SCHOOLS WITH FOOTBALL PROGRAM LISTED



The best college town in each state 🗺️

## BEST D1 COLLEGE TOWN BY STATE

CBR REPORT



SUBSCRIBE



TRAVEL • SMALL TOWNS

# The Best College Towns in the U.S.

## San Marcos, Texas

Twenty years ago, you could make a pretty strong case for Austin as Texas' top college town. But as any Texan will tell you, that town has changed, and now the title sits squarely south on I-35 in San Marcos. The home of Texas State University is all the quirkiness and live music Austin was before tech moved in, where you can hit a show at the [Cheatham Street Warehouse](#) and then hop from bar to bar along the city's main square. Student life doesn't get any better than when tubing down the San Marcos River, sipping a 12-pack of Lone Star and basking in the warm Texas sun. Barbecue is also a must when in Texas, and venerable [Black's BBQ](#) has a spot right on Hull Street.

