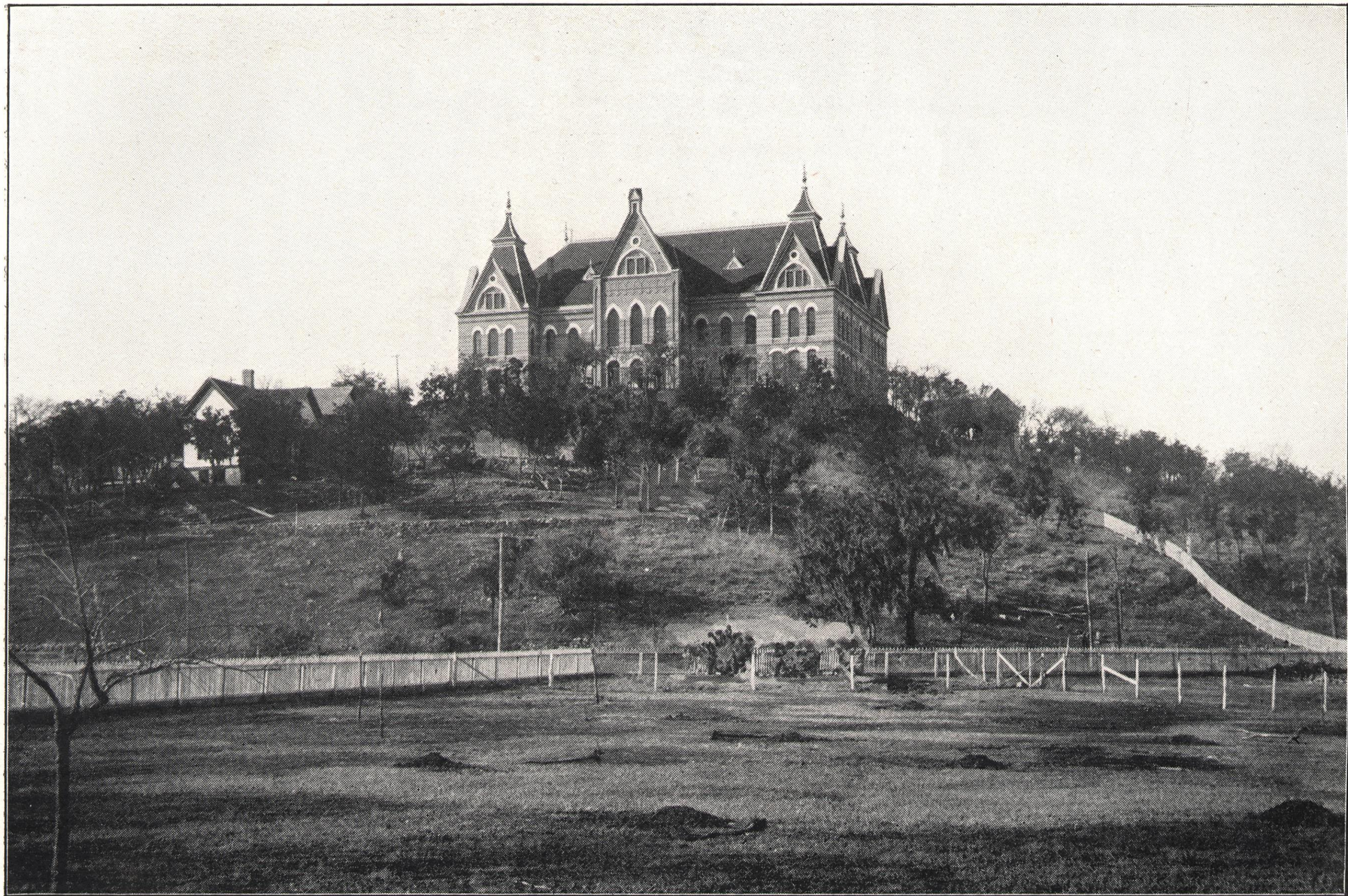


STATE OF TXST FALL 2025







COLLEGE BUILDING AND CAMPUS.

HOPES AND ASPIRATIONS HIGH



1

**Elevate
Student
Success**

2

**Increase
Recruitment
& Enrollment**

3

**Enhance
Round Rock
Campus**

4

Run to R1

5

**Become an
Employer of
Choice**

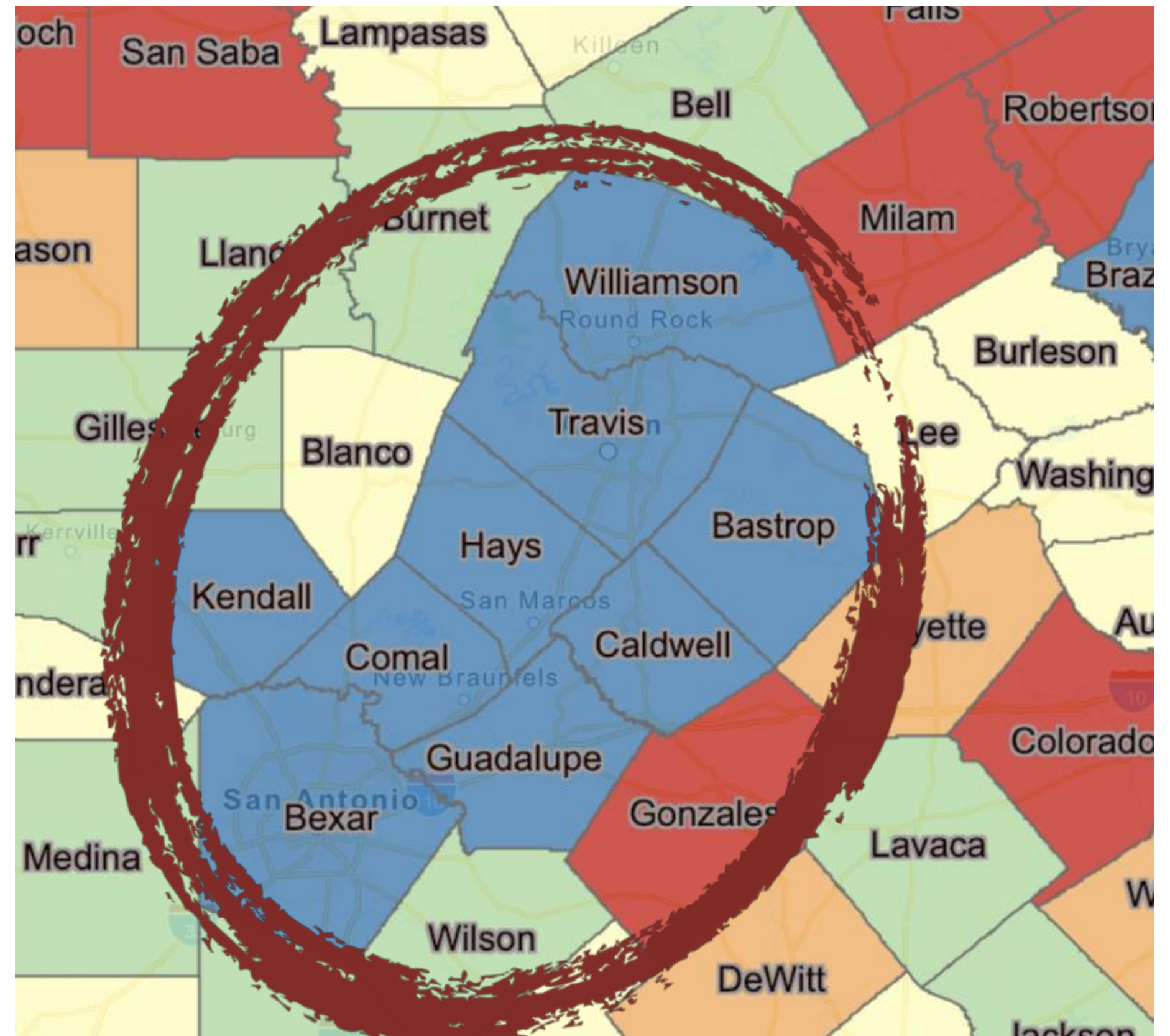
8.3 MILLION

PEOPLE BY

2050

**More than today's
HOU and DFW Metros**

Source: Texas Demographic Center, 2022 Population Projections, 1.0 Migration Scenario



% Pop Change 2020-2060 (Number of Counties)

51% to 316% (34)

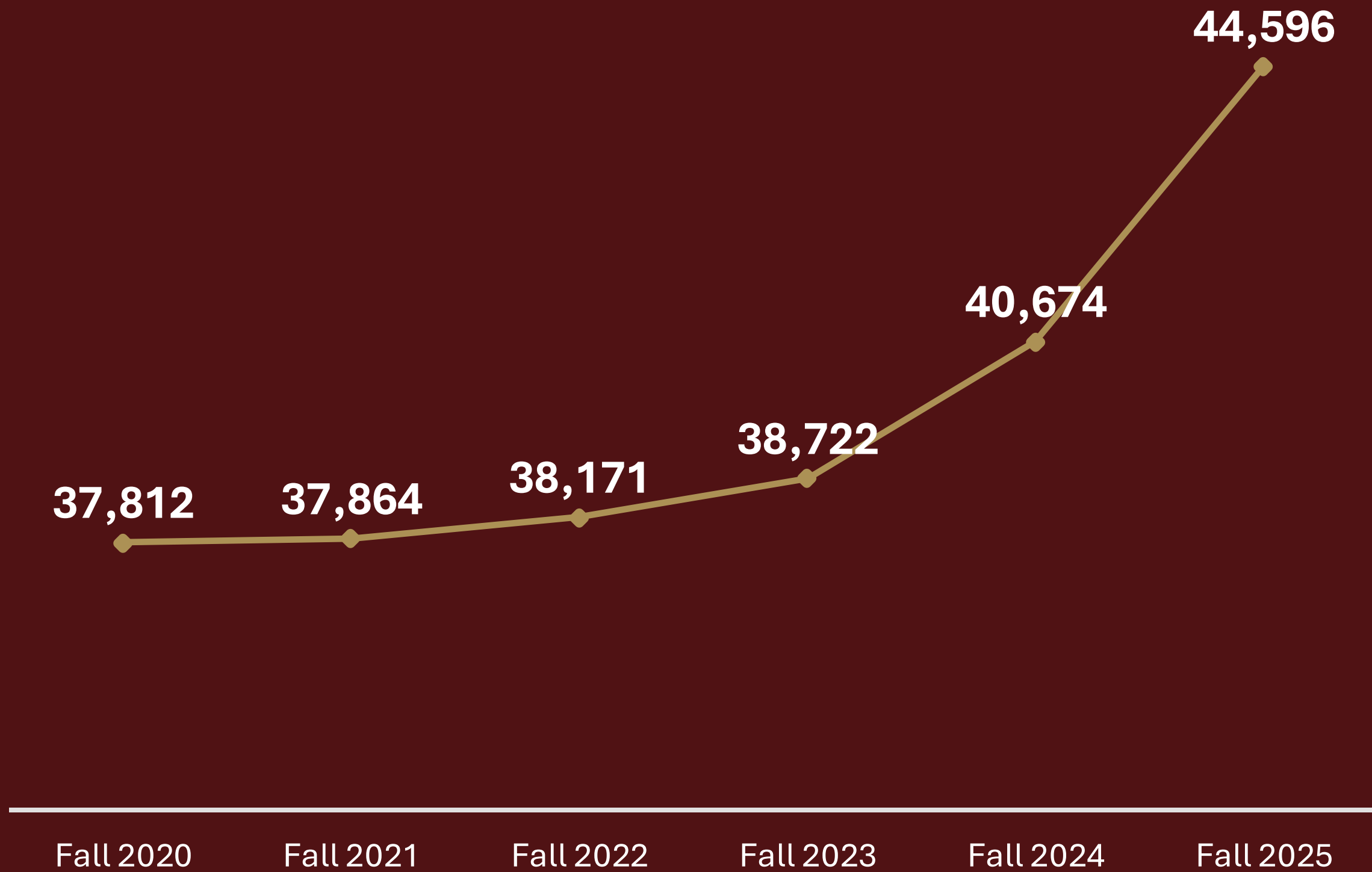
60x30 FOR TEXAS

2022-2030 STRATEGIC PLAN

Building a Talent Strong Texas

Fostering the skills and spurring the innovation vital to the Texas economy.

FALL ENROLLMENT TREND



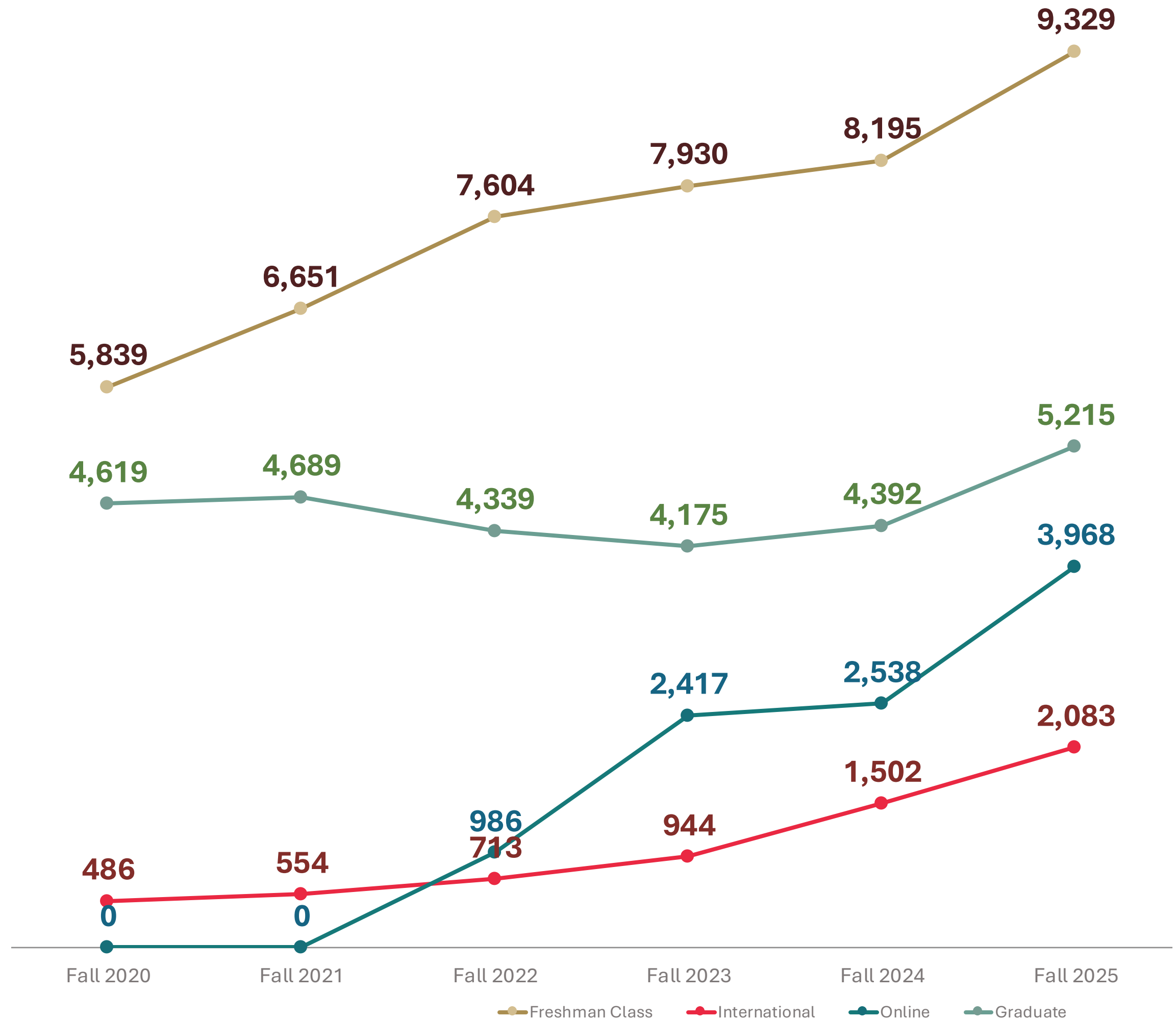
ENROLLMENT

FRESHMEN

GRADUATE

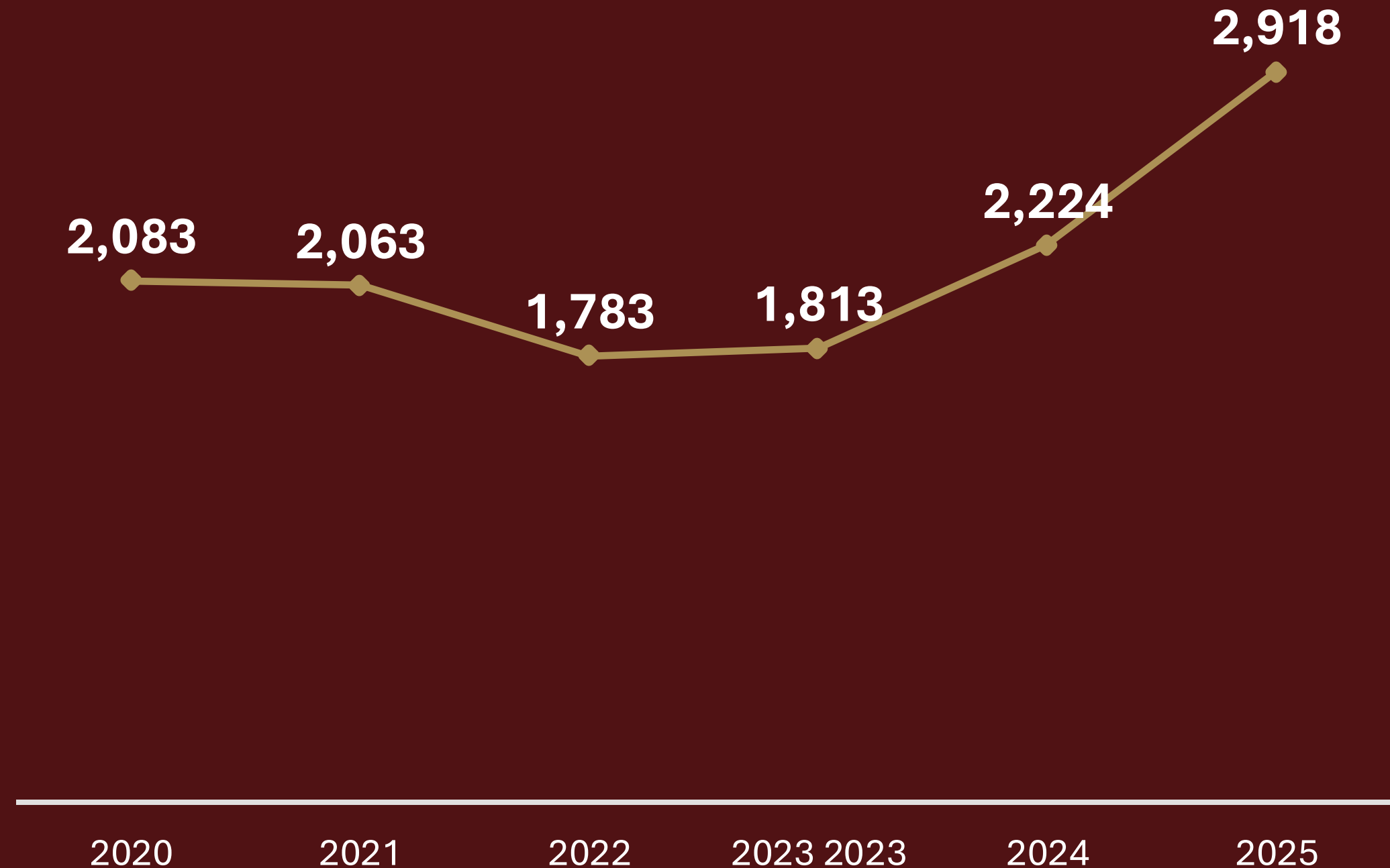
ONLINE

INTERNATIONAL



ROUND ROCK ENROLLMENT

- Nearly **3,000 students at RRC**, up 30% since fall 2024
- **Enrollment up 65%** in two years
- **83% retention** (Fall '24-'25)
- 18 undergraduate programs
- 10 new graduate programs (incl. two doctorates)
- Planned **life sciences incubator** at Round Rock
- ~4,000 new residents/month in Williamson County



EDUCATING ACROSS

TEXAS

San Jacinto College
4 programs

Collin College
7 programs

Dallas College
4 programs

COMING SOON

Tarrant County College

Central Texas College

Alamo College

Lone Star College
1 program

Lamar State College
Gateway

ACC Bats to Cats Transfer
Program

Lamar Institute of
Technology

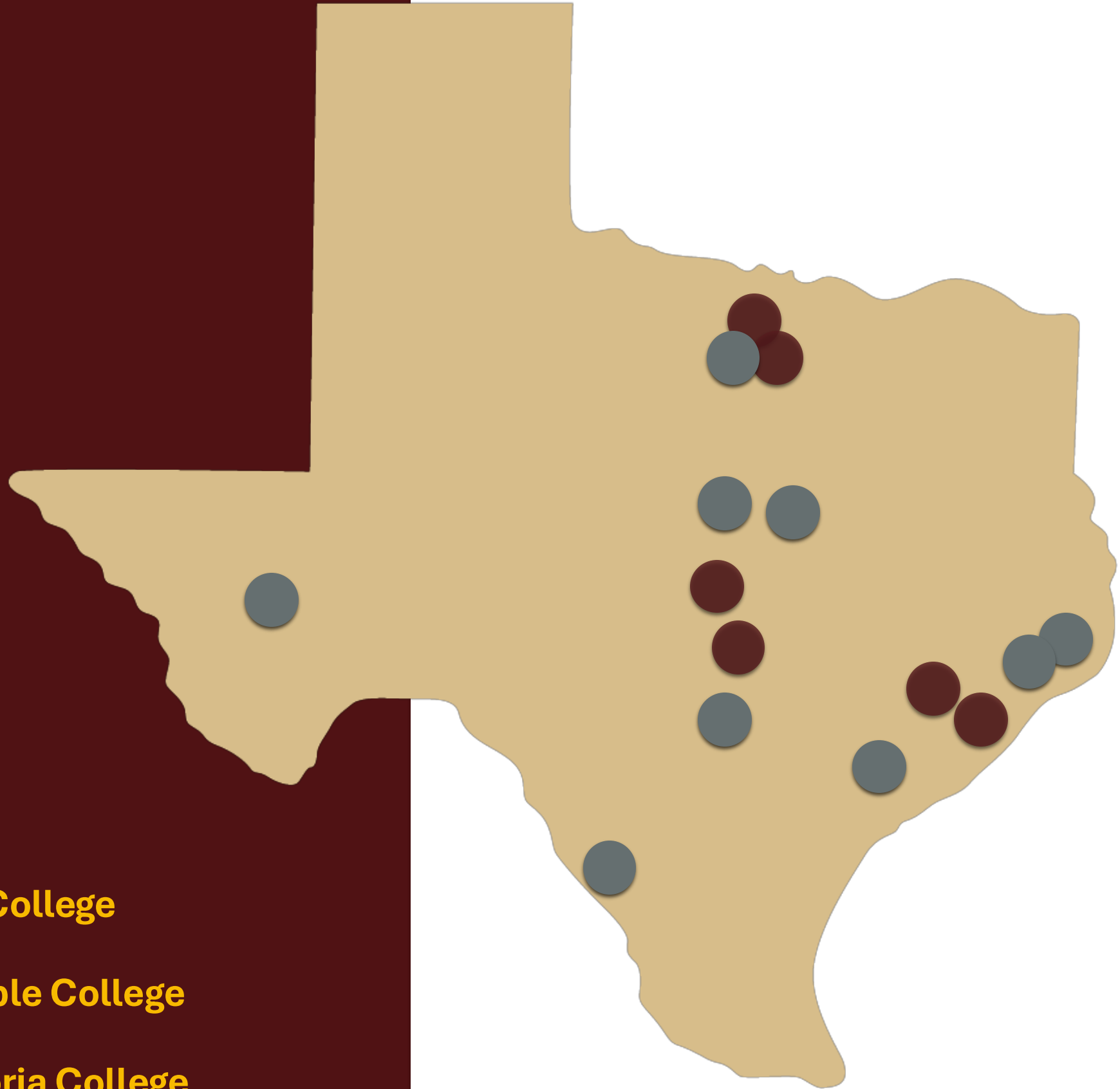
Sul Ros State University

Laredo College

Lee College

Temple College

Victoria College



NEW **ONLINE** **PROGRAMS**

- 20 Undergraduate
- 28 Graduate
- 3 Doctoral
- 2 Certificate Programs



9 NEW DOCTORAL PROGRAMS

- Business Administration
- Civil Engineering
- Construction Management
- Electrical Engineering
- Engineering Management
- Integrated Molecular & Biophysical Chemistry
- Mathematics
- Mechanical & Manufacturing Engineering
- Nursing Practice

5 NEW MASTER'S PROGRAMS

- Strategic Communication (Online)
- Public Health
- Artificial Intelligence
- Electrical Engineering
- Industrial Operations Engineering

7 NEW BACHELOR'S PROGRAMS

- Business Analytics
- Acting for Stage & Screen
- Art Education
- Geography and Environmental Studies (Online)
- Applied Communication Studies
- Data Science
- Mass Communication

IN DEVELOPMENT

2 DOCTORAL PROGRAMS

- Kinesiology
- Health Science

3 MASTER'S PROGRAMS

- Civil Engineering
- Health Informatics
- Mechanical & Manufacturing Engineering

6 BACHELOR'S PROGRAMS

- Artificial Intelligence
- Aviation Science
- Data Analytics
- Information Technology
- Cinematic Arts
- Human Resource Development and Learning in Organizations

GOING GLOBAL

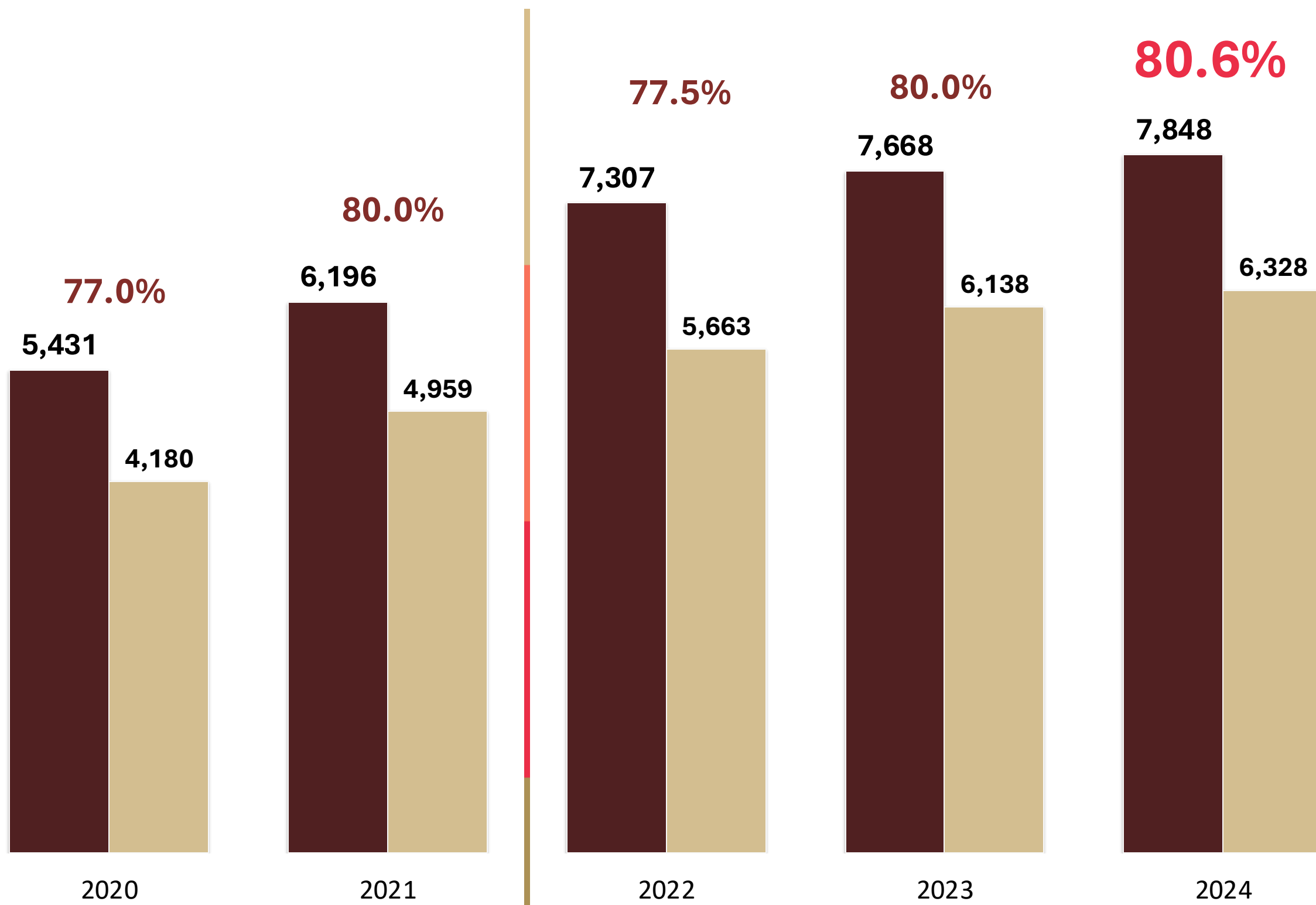
FIRST COHORT
TXST MEXICO
57 STUDENTS

SUMMER HUBS

Costa Rica, Scotland, Spain,
Italy, and Australia

Coming Soon: England, Ireland,
India, and Japan in 2026





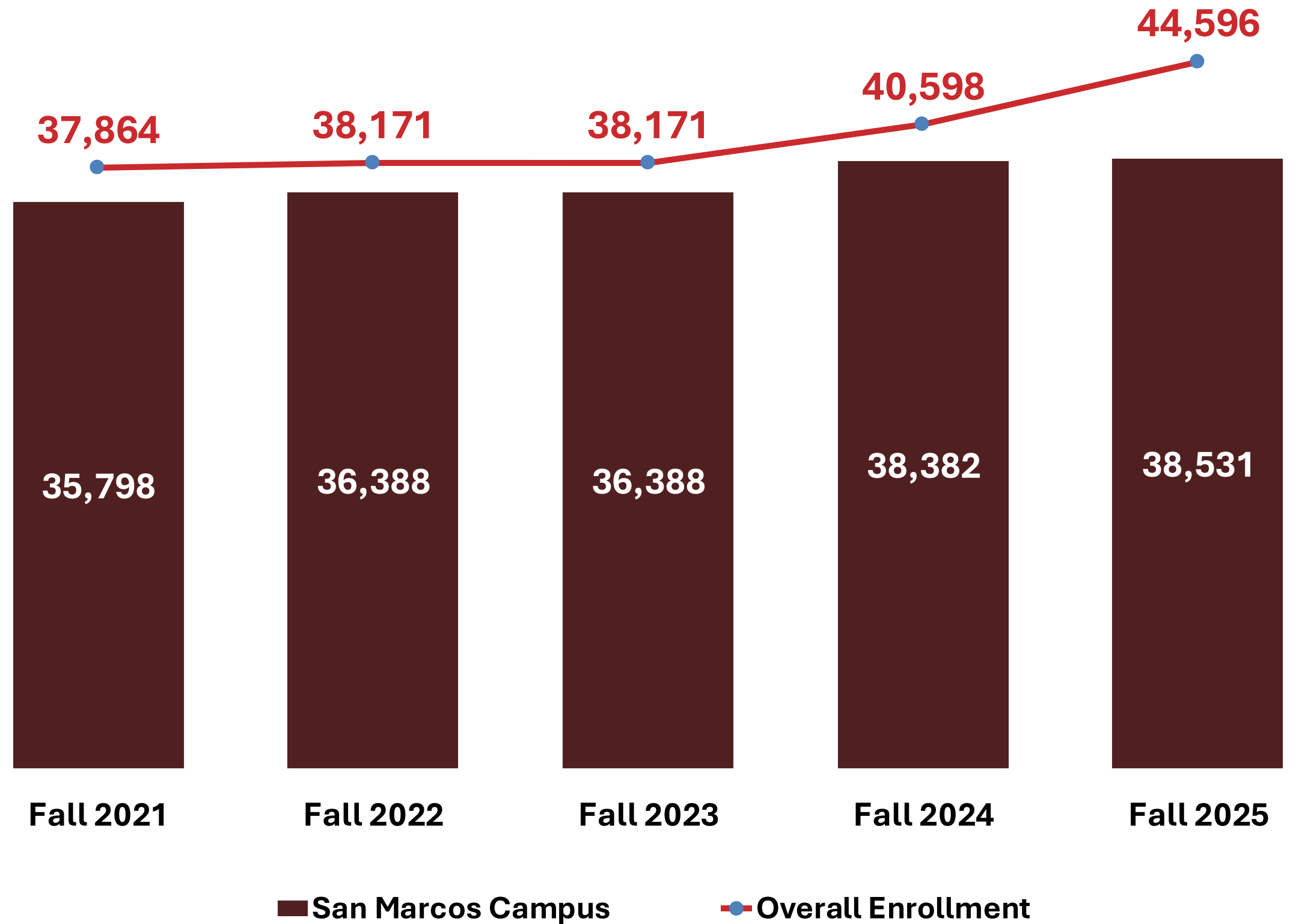
Elevate Student Success Launches

RETENTION

Since launching our student success initiatives in 2022, we've seen a consistent 1.5 –2% annual increase in retention for first-time, full-time students.

GROWTH IN BALANCE

San Marcos campus
density remains steady
as overall student
enrollment accelerates.



A woman with dark hair, wearing a black graduation gown with maroon trim, is in a body of water. She has her arms raised and a joyful expression, with water splashing around her. The background shows ripples on the water's surface.

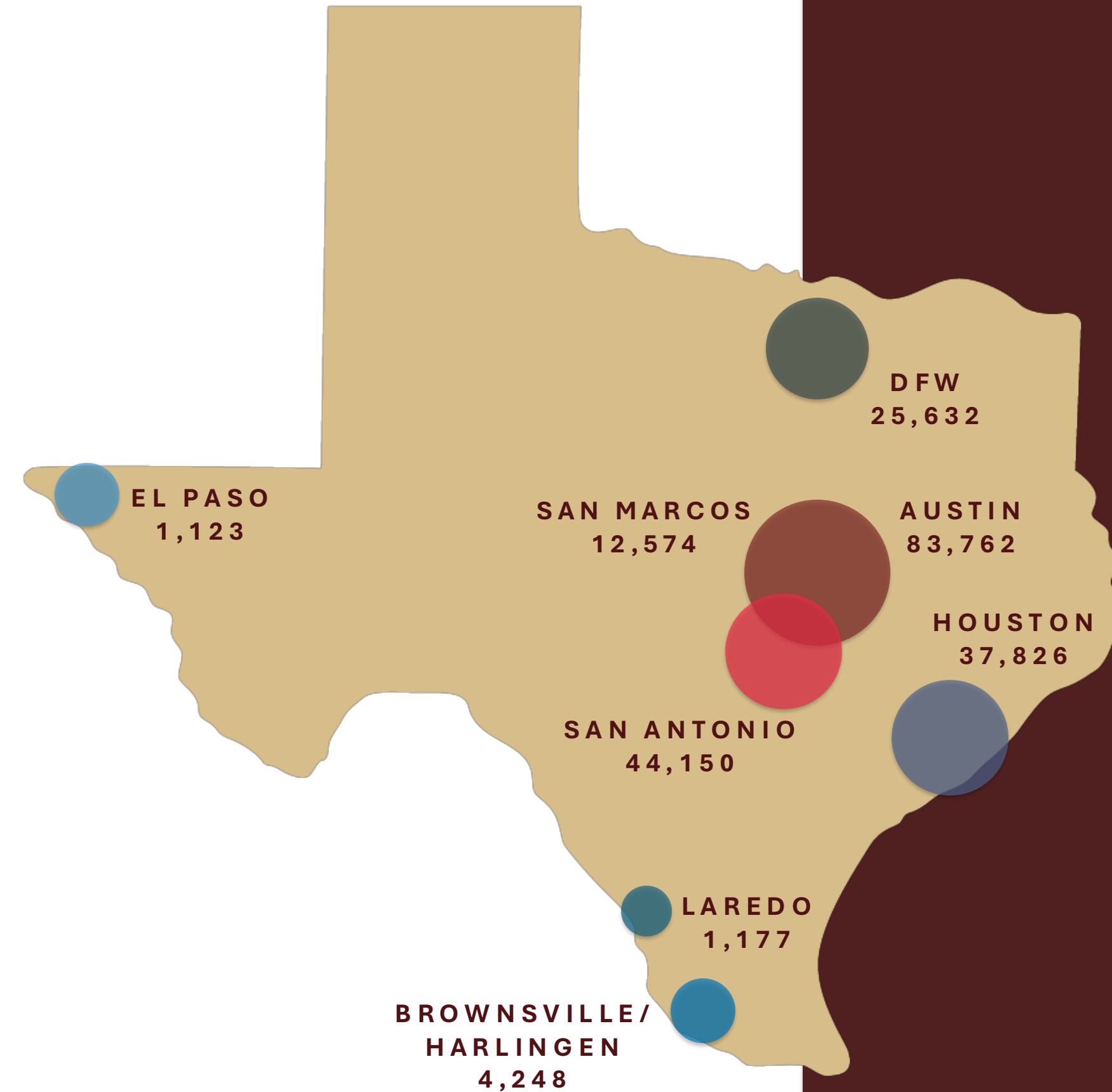
8,600+

BOBCAT GRADS

264,753

LIVING ALUMNI

88% LIVE IN TEXAS



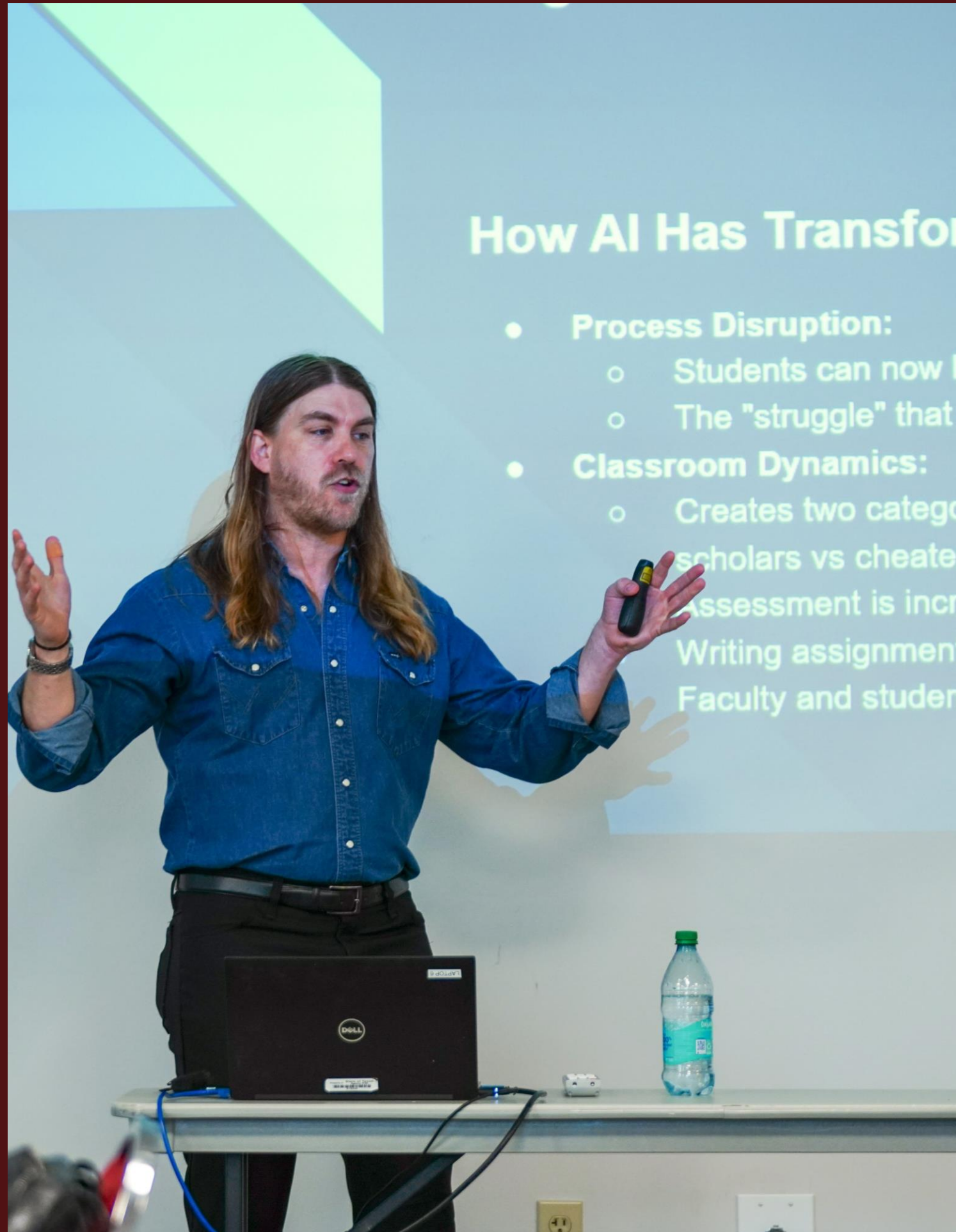
MOST COMMON CAREERS UPON GRADUATION

Management Occupations
Business And Financial Operations Occupations
Sales And Related Occupations
Office And Administrative Support Occupations
Computer And Mathematical Occupations
Educational Instruction And Library Occupations
Arts, Design, Entertainment, Sports, And Media Occupations
Healthcare Practitioners And Technical Occupations
Community And Social Service Occupations



TOP CAREERS 5 YEARS OUT

General and Operations Managers	3.1%
Software Developers	2.8%
Marketing Managers	2.7%
Managers, All Other	2.6%
Sales Managers	2.6%
First-Line Supervisors of Office and Administrative Support Workers	2.5%
Accountants and Auditors	2.5%
Chief Executives	2.0%
Customer Service Representatives	1.9%
Teachers and Instructors, All Other	1.8%



BUILDING

A TECH-READY

WORKFORCE

- Created guidance and syllabi to promote learning-focused AI use
- Embedding micro-credentials and badging in courses for credit
- Restructuring academic advising with AI to support degree completion
- Supporting faculty in delivering AI literacy across the curriculum

500+

AI-CERTIFIED GRADUATES

97+

AI, ML COURSES AVAILABLE

A close-up photograph of a female scientist with dark hair tied back, wearing a white lab coat and clear safety goggles. She is focused on her work, with her hands visible in blue nitrile gloves. The background is a blurred laboratory setting with various equipment and containers. The text is overlaid on the left side of the image in three separate dark red boxes.

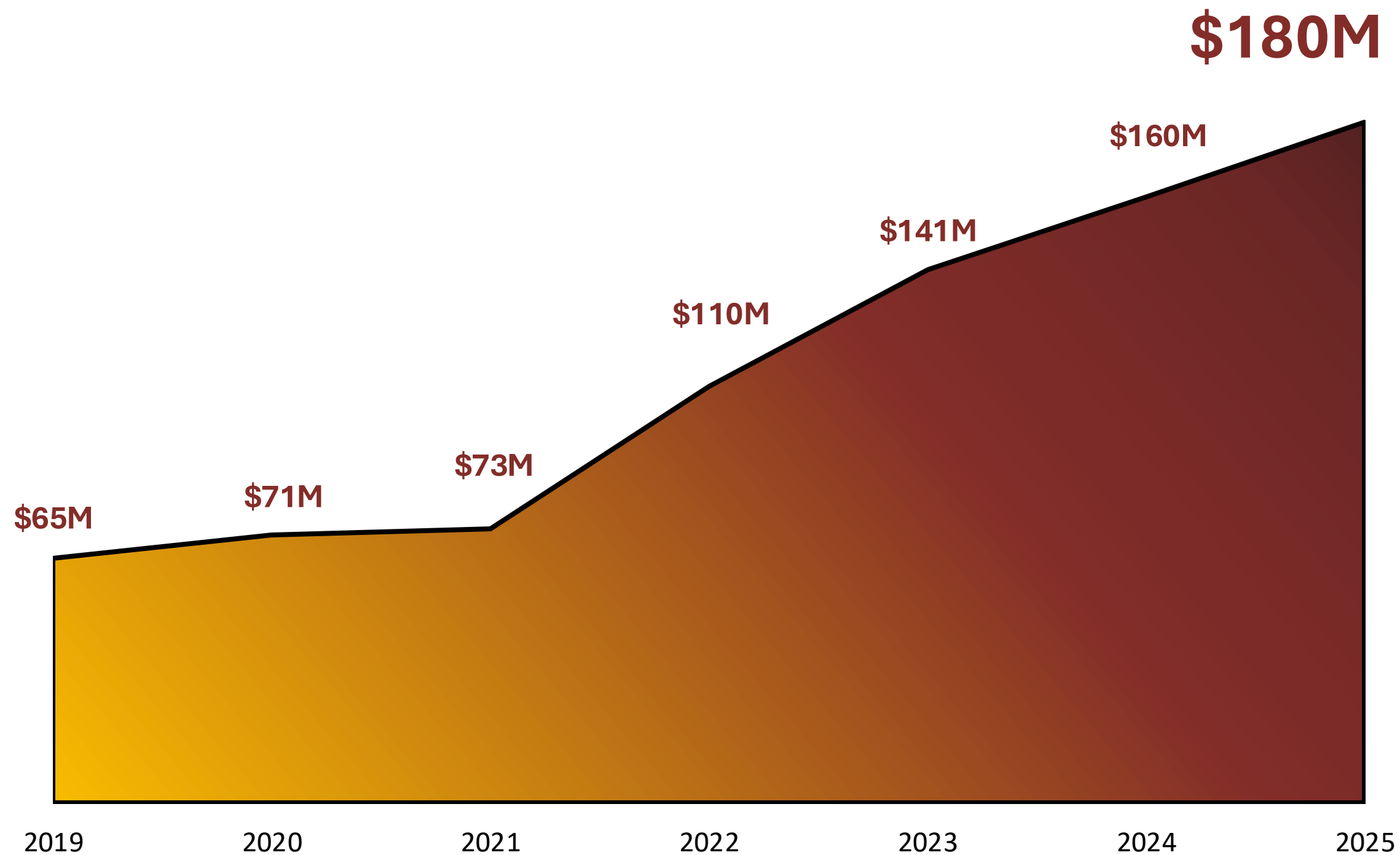
THE RUN

TO R1

AND BEYOND

RESEARCH

EXPENDITURES



- TXST is on track to reach the Carnegie R1 classification by 2027.
- TXST Research expenditures topped \$180 million in FY2025.
- TXST lost only \$180K to federal grant reductions.
- In the last decade, our research expenditures have tripled and more than doubled over the previous three years.



THE TEXAS UNIVERSITY FUND

TXST is now qualified for a full annual share of the \$1.4B endowment. Over the next five years, we will invest \$275M in:

- **ACADEMIC PROGRAMS: \$50M**
- **FACULTY: \$40M**
- **RESEARCH SUPPORT: \$10M**
- **INFRASTRUCTURE: \$175M**

WATER AND THE ENVIRONMENT

TXST water research sustains life by advancing clean water, resilient water systems, and access to this essential resource.

GENERATIVE AI

TXST research explores how artificial intelligence drives innovation by transforming how we solve problems and create new knowledge.

SEMICONDUCTORS

TXST investigates how semiconductors power modern technology, what the semiconductor workforce needs to grow, and which advancements lead to breakthroughs in computing, energy, and communication.

AGING AND DEMENTIA

TXST research on aging and dementia fosters compassionate care and discovery of treatments that improve quality of life.

DIGITAL HUMANITIES

At TXST, digital humanities connect technology and culture to preserve, analyze, and share human experiences in new ways.

STRATEGIC

RESEARCH

FOCUS

AREAS

**3 IN 4
YEARS**



BEST IN THE



Riding extraordinary momentum, TXST Athletics will compete in its final season in the Sun Belt Conference (SBC)



SHOWING UP

SHOWING OUT

RECORD CROWDS

25% increase in football crowds last season,
23,000 overall average attendance.

Set Bowl Attendance Records

TELEVISION VIEWERSHIP

993,000 for Arizona State on ESPN

1,700,000 for North Texas on ESPN

EXCELLENCE EVERYWHERE



- Across the department, our student-athletes maintain a 3.19 GPA.
- TXST's Federal Graduation Rate is 72%, 16% higher than its student body average and well above the 13% NCAA requirement.
- Significantly increased NIL exposure for our student-athletes.
- \$23M UFCU Stadium Naming Rights Agreement
- \$37M Johnny and Nathali Weisman Football Performance Complex

BOBCATS

GO

WEST

- Competition
- Brand Enhancement and Increased Footprint
- Financial Incentives
- Elevated Recruiting
- Fan Excitement



COMING JULY 2026

UNTIL THE WHOLE WORLD KNOWS OUR NAME

TXST is growing its brand,
building recognition and
influence across Texas and
around the world.



38.4 B
GLOBAL MEDIA
IMPRESSIONS

18K +
GLOBAL MENTIONS

707,030
TOTAL FOLLOWERS
Across all social media channels

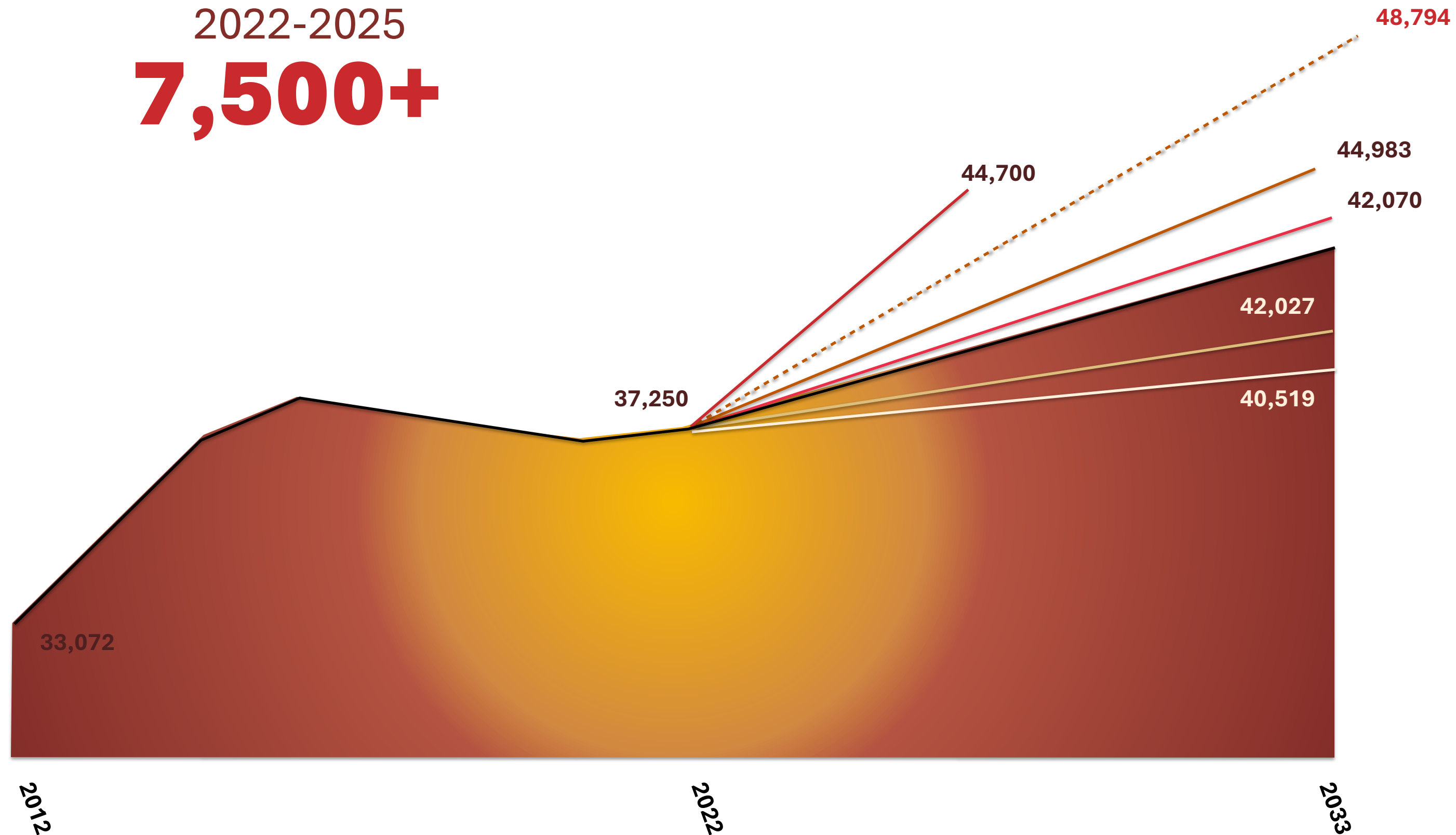
> 3X
NATIONAL AVERAGE
Audience engagement

An aerial architectural rendering of a university campus. The scene is dominated by lush green trees and a winding river that flows through the lower-left portion of the image. Numerous academic buildings with red-tiled roofs are scattered throughout the campus, interspersed with green spaces and walkways. In the background, a more densely built urban area is visible. The overall atmosphere is one of a modern, green, and well-planned educational environment.

THE NEXT

125

Actual Growth
2022-2025
7,500+



Initially, the Master Plan's aggregated growth models predicted we **could grow by 4,820 students by 2033.**

We have grown by more than 7,500 students in the first two years of the ten-year plan.

TXST MASTER PLAN

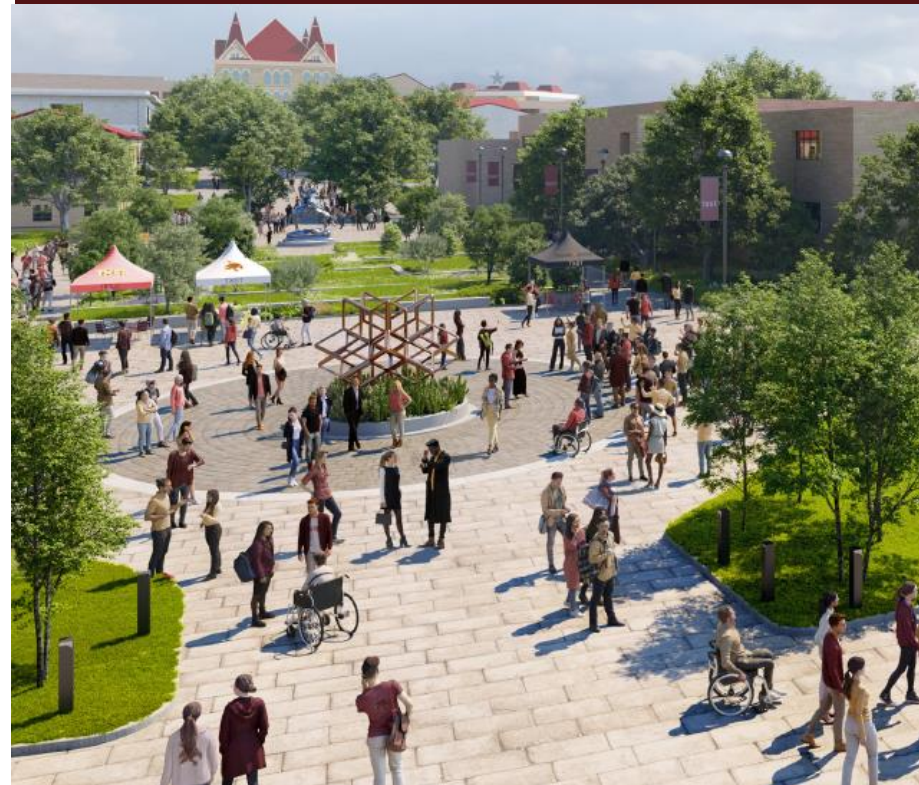
23

Transformational Green
Space Projects



22

Major Renovation
Projects



30

Major Construction
Projects



