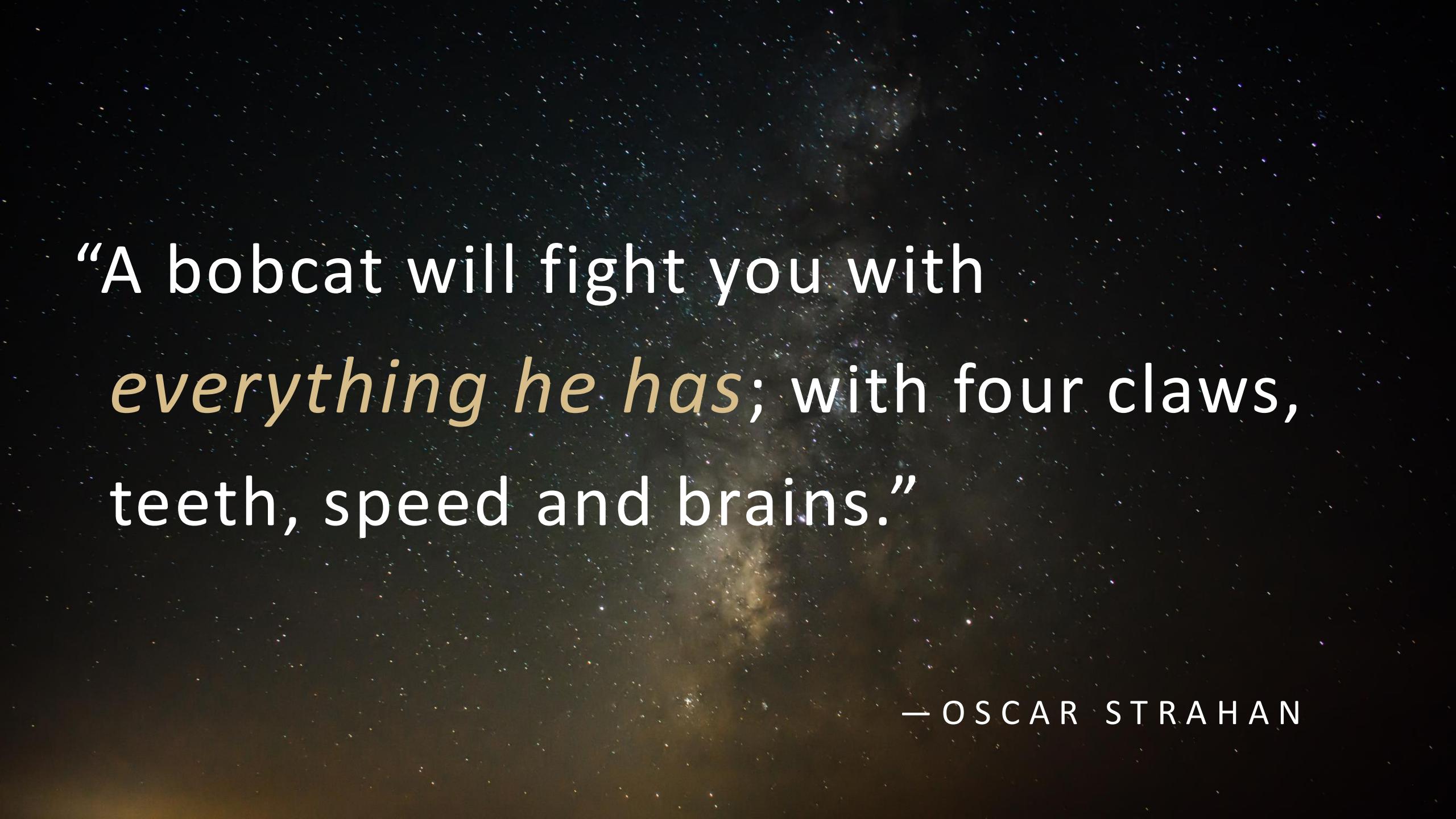




STATE OF

20  
26

TEXAS STATE



“A bobcat will fight you with  
*everything he has*; with four claws,  
teeth, speed and brains.”

— OSCAR STRAHAN



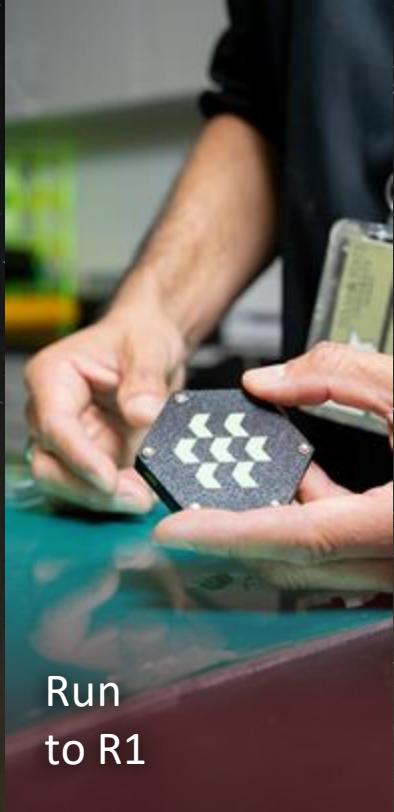


Read the profiles of the faculty  
and staff members who guide  
TXST forward

# H O P E S & A S P I R A T I O N S H I G H



Elevate student success



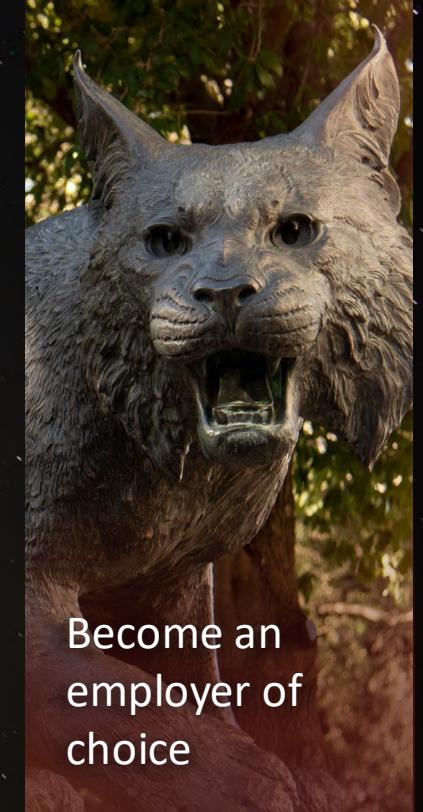
Run to R1



Increase enrollment



Grow the  
Round Rock  
Campus

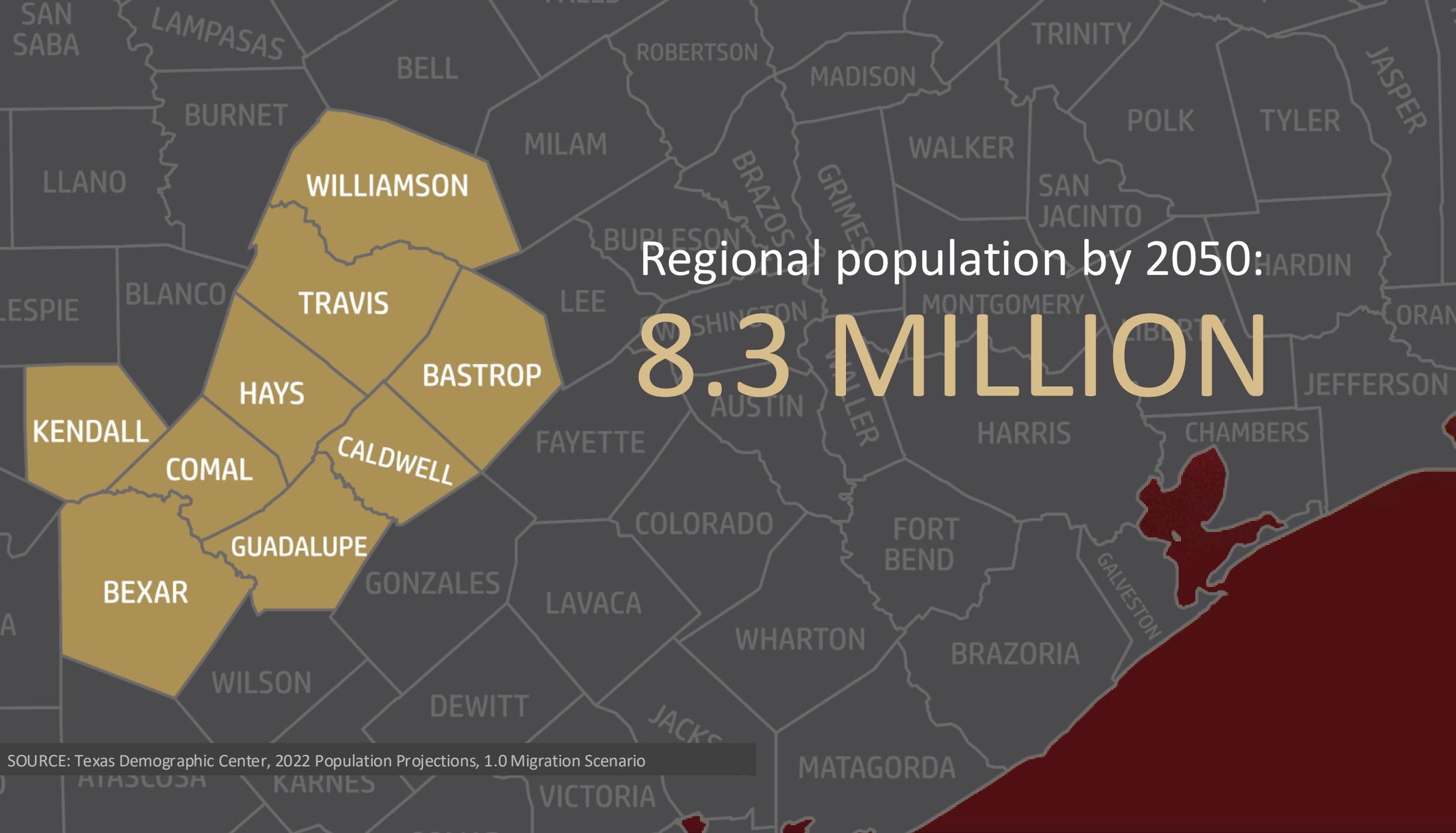


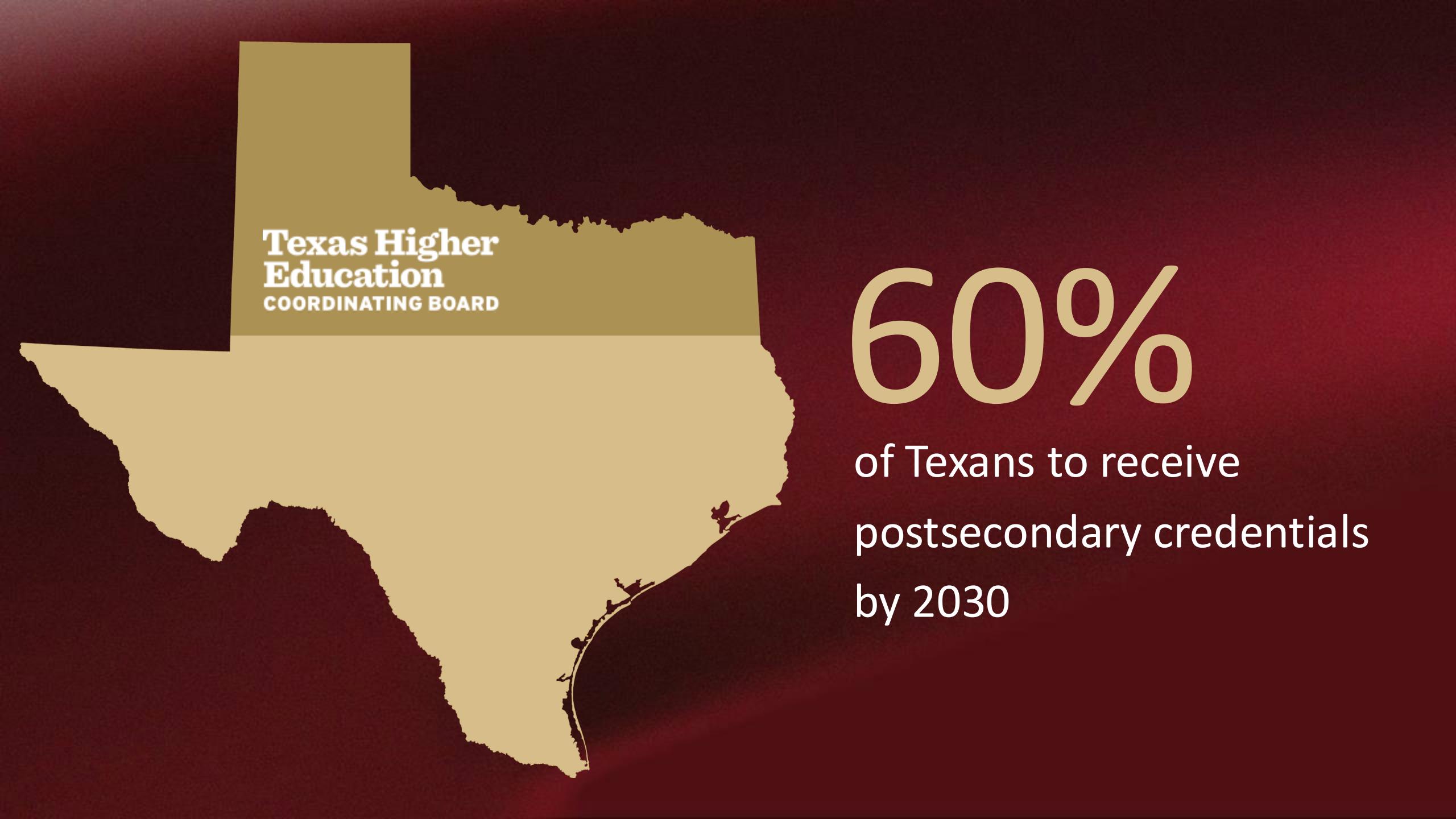
Become an  
employer of  
choice

*Growth  
with  
purpose*



Regional population by 2050:  
**8.3 MILLION**





**Texas Higher  
Education  
COORDINATING BOARD**

**60%**  
of Texans to receive  
postsecondary credentials  
by 2030

# Growing online



+14 planned, Fall 2026

+59 new programs





Round Rock



+26%

students served  
in one year

2.7K+

undergraduate  
applications

“No matter the role I’ve been in — from financial aid to administration — I always return to the same question: How can we make their college experience better? Their success is what inspires me each day.”

**CATARINO J. BECERRA JR.**

Administrative Assistant III,  
Office of the Vice President, Round Rock Campus



## CREATING ACCESS AT SCALE



- Alamo College
- Austin Community College
- Central Texas College
- Collin College
- Dallas College
- Del Mar College
- Lamar Institute of Technology
- Lamar State College Orange
- Laredo College
- Lee College
- Lone Star College
- San Jacinto College
- Southwestern University
- Sul Ross State University
- Temple College
- Texas Southmost College
- Victoria College



G R O W I N G   G L O B A L L Y

Querétaro first cohort

57 students

Summer hubs

- Australia
- Scotland
- Costa Rica
- Spain
- Italy

Coming in 2026

- England
- Ireland
- India
- Japan

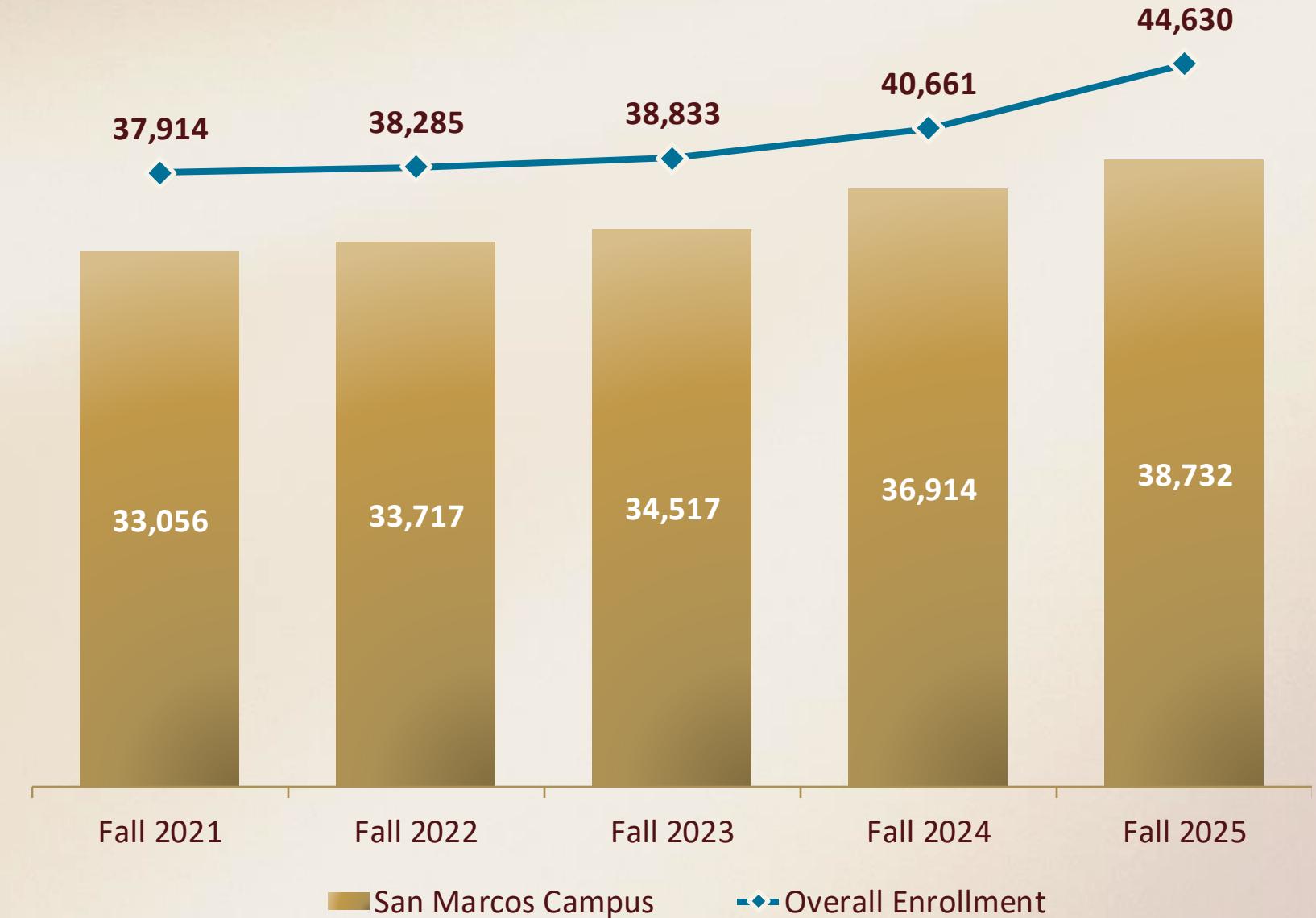
Total 44,630

Fall 2025



# Growth in balance

San Marcos Campus growth  
*is intentional*  
as overall enrollment accelerates.



# RECORD

A collage of images from a university campus. It includes a large statue of a man in a suit, students walking on a sidewalk, a modern building with large windows, and a group of students sitting on the grass. The images are overlaid with text boxes and large white-outlined text.

Overall Headcount

Total Master's

New Doctoral

Total Undergraduate

Round Rock Campus

# BREAKING

Total Graduate

Semester Credit Hours

Total International

New Master's

Total Doctoral

Total New Students

# SPRING

# Demand continues to grow

56,795

applications received to date

+16,000

compared to this time last year

Outpacing national demographic  
trends

“Helping freshmen and transfer students navigate TXST, create success plans, and accomplish their goals brings meaning to my work every day.”

**C A R O L I N E   H O P E**

Austin Regional Manager  
Office of Undergraduate Admissions



*Academic  
expansion and  
excellence*



# 32

*new & in-  
development  
programs*

11 DOCTORAL PROGRAMS

8 MASTER'S PROGRAMS

13 BACHELOR'S PROGRAMS

## 11 new & in-development doctoral programs

- Business Administration
- Civil Engineering
- Construction Management
- Electrical Engineering
- Engineering Management
- *Health Science\**
- Integrated Molecular & Biophysical Chemistry
- *Kinesiology\**

- Mathematics
- Mechanical & Manufacturing Engineering
- Nursing Practice

## 8 new & in-development master's programs

- Artificial Intelligence
- *Civil Engineering\**
- Electrical Engineering
- *Health Informatics\**
- Industrial Operations Engineering
- *Mechanical & Manufacturing Engineering\**

- Public Health
- Strategic Communication (Online)

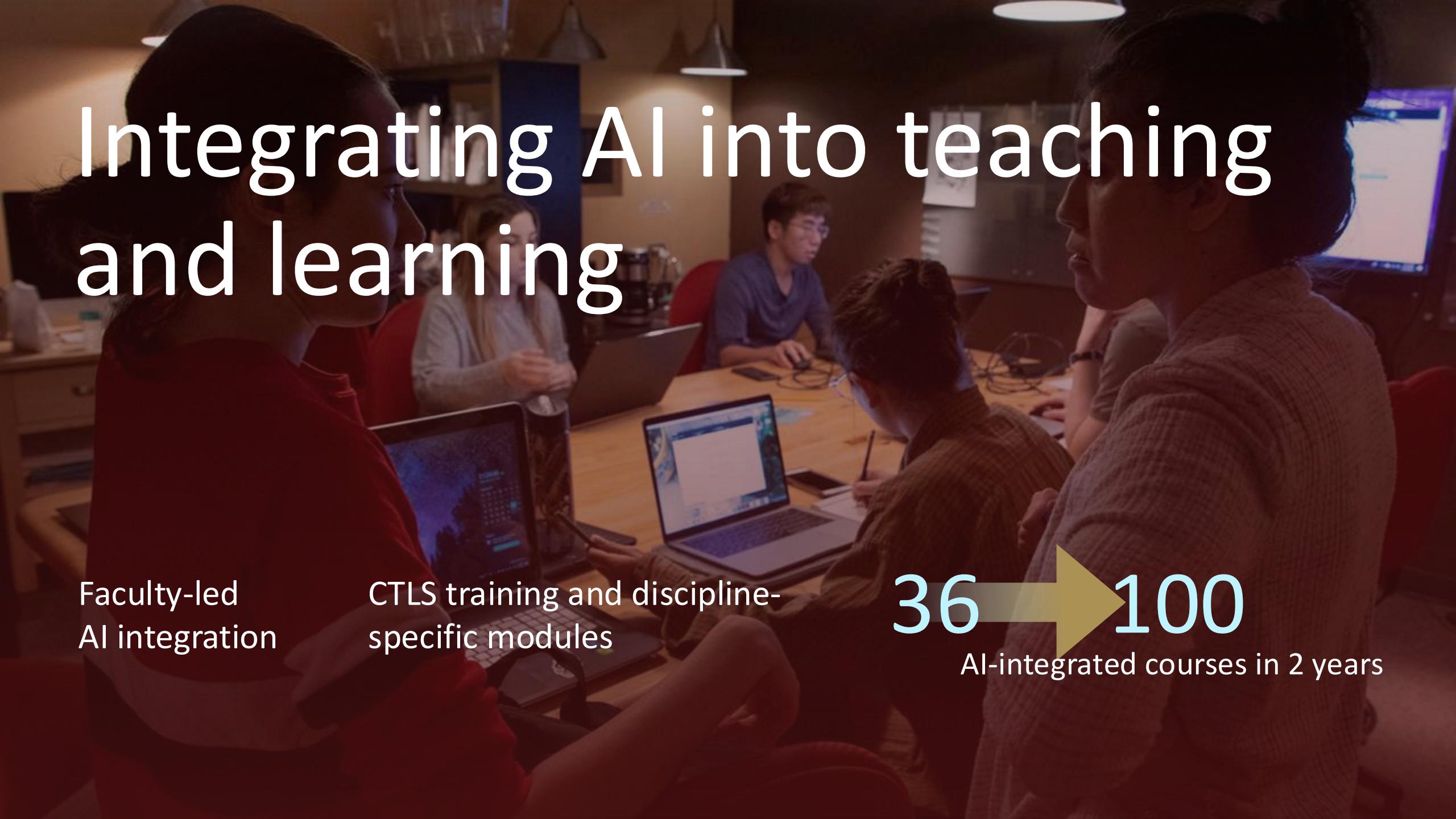
## 13 new & in-development bachelor programs

- Acting for Stage & Screen
- Applied Communication Studies
- Art Education
- *Artificial Intelligence\**
- *Aviation Science\**
- Business Analytics
- *Cinematic Arts\**
- *Data Analytics\**
- Data Science
- Geography and Environmental Studies (Online)

- *Human Resource Development and Learning in Organizations\**
- *Information Technology\**
- Mass Communication

*\*Currently in development*

# Integrating AI into teaching and learning

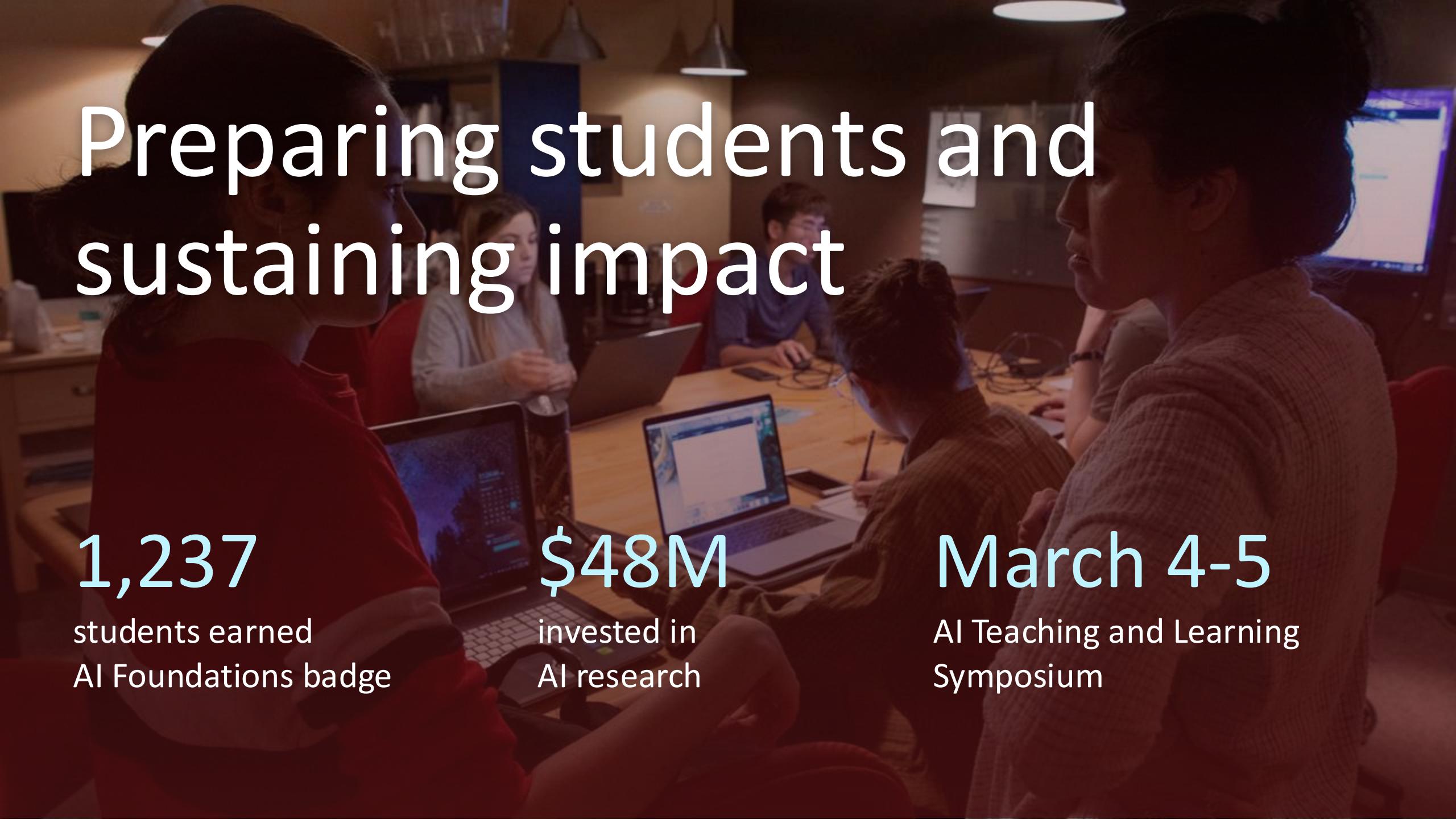
A photograph of a group of students in a study room. They are seated around a large wooden table, each with a laptop open in front of them. They appear to be engaged in a collaborative discussion or project related to AI. The room has warm lighting and other study carrels visible in the background.

Faculty-led  
AI integration

CTLS training and discipline-specific modules

36 → 100  
AI-integrated courses in 2 years

# Preparing students and sustaining impact



1,237

students earned  
AI Foundations badge

\$48M

invested in  
AI research

March 4-5

AI Teaching and Learning  
Symposium

# Supporting *students* as we grow

Student-centered scheduling aligns courses with demand

Reorganized advising for high-impact support

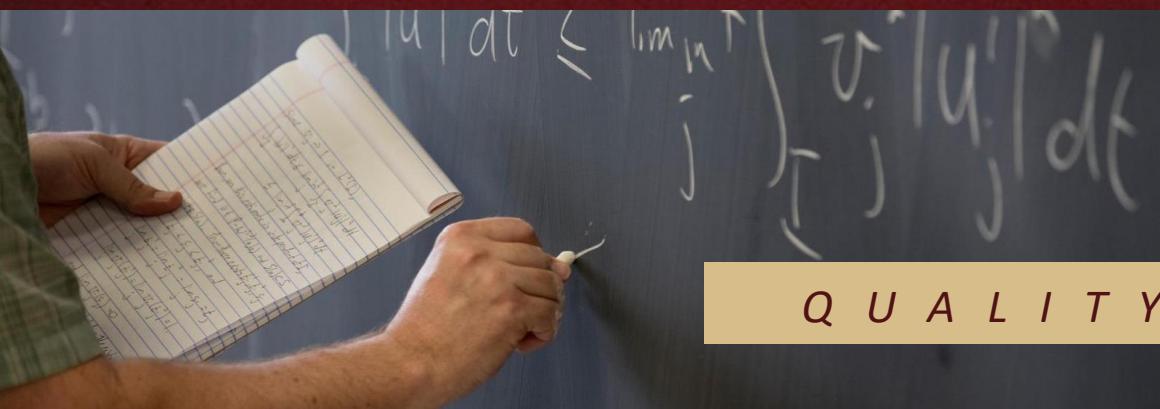




ALIGNMENT



FOCUS



QUALITY

“Teaching isn’t just about transferring knowledge; it’s about helping students grow into capable, confident professionals and scholars.”

## DR. ANTHONY TORRES

Professor in the Department of Engineering Technology and Associate Director of the Materials Science, Engineering, and Commercialization program



*Engaging  
and  
supporting  
students*





83K

advising & support  
appointments

31K

students served via  
Navigate TXST

12

areas  
coordinated

+14 percentage point  
persistence for students  
receiving targeted outreach

Academic  
engagement  
makes a  
*difference*

96%  
faculty participation in early  
progress reporting

4,000+  
students reached early

No increase  
in freshmen on academic warning

# Listening, supporting, and connecting students

*8,500 first-year students shared feedback*

**\$258K**  **180**  
in completion grants      students retained

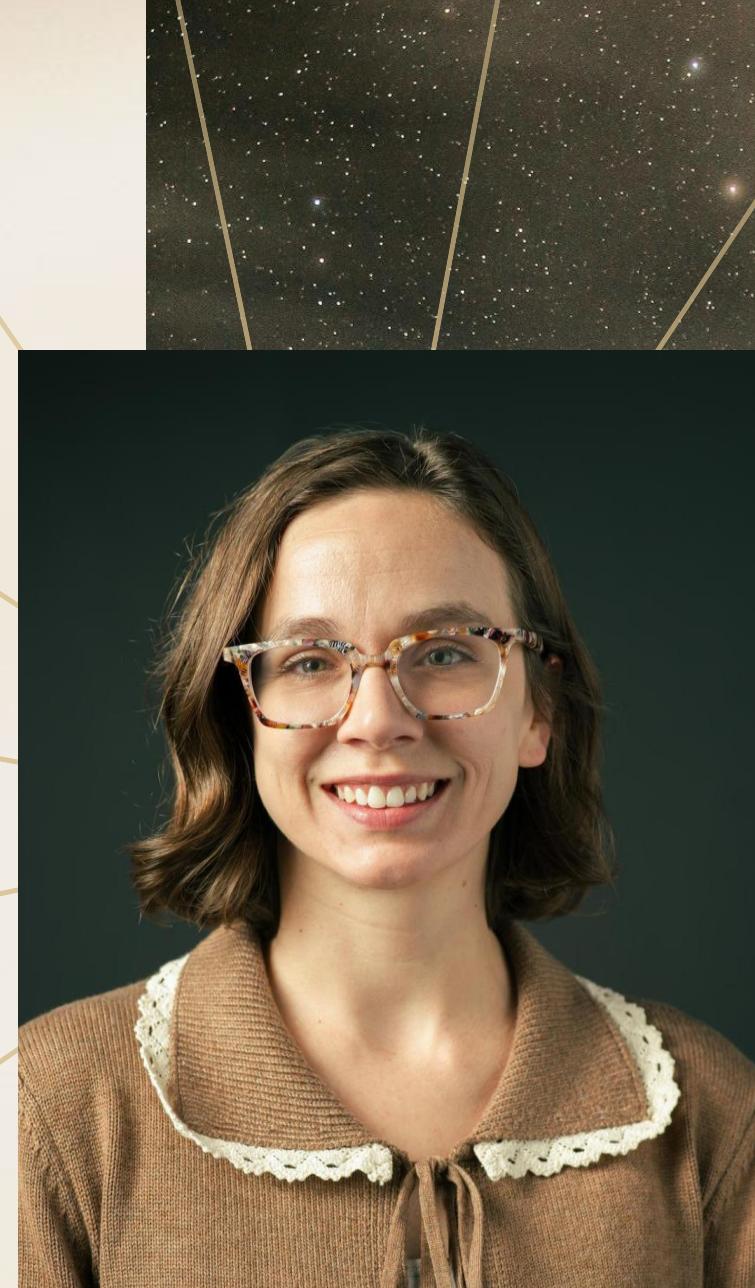
**+11%**  
growth in Disability  
Services registrations

**+2.5K**  
residential spaces,  
Castro Hall & Hilltop II

“I take pride in supporting students to navigate the challenges of balancing academics and family responsibilities.”

**MARISSA TRUSSELL**

Case Manager for the Compassion Advocacy Resources & Education (CARE) Team in the Dean of Students Office for the Division of Student Success





LIFE - CHANGING IMPACT

80.1%

first-year retention

*+2.6 percentage points in  
three years*

40%

four-year graduation rate,  
*up from 36% two years ago*

DECEMBER  
COMMENCEMENT

6 ceremonies

set a new record

3,100+

degree candidates



“It’s an honor being part of  
one of the most momentous  
days in the lives of graduates  
and their families.”

K R I S T I N   M c D A N I E L

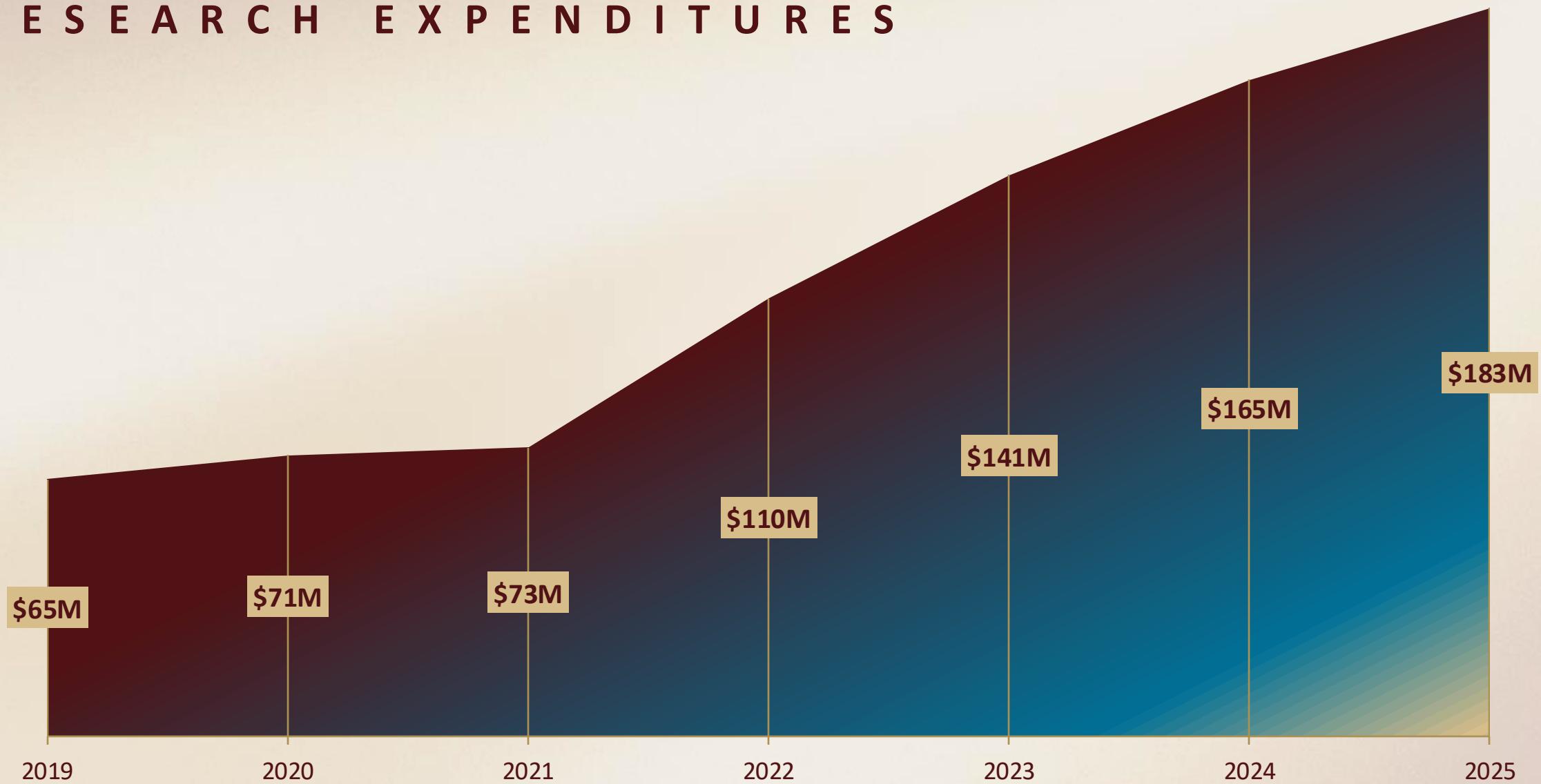
Commencement Coordinator,  
Division of Student Success

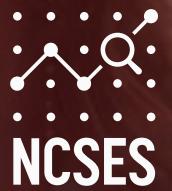


*Impact and  
innovation  
on and  
beyond  
campuses*



# RESEARCH EXPENDITURES





84<sup>th</sup> percentile

154<sup>th</sup> nationally out of 914 institutions

+16 positions

in one year, outranking multiple regional peers

Higher Education Research and Development (HERD) Survey, 2024 (Published December 2025)



TEXAS UNIVERSITY FUND

\$300 million  
*investment* planned  
over the next five  
years

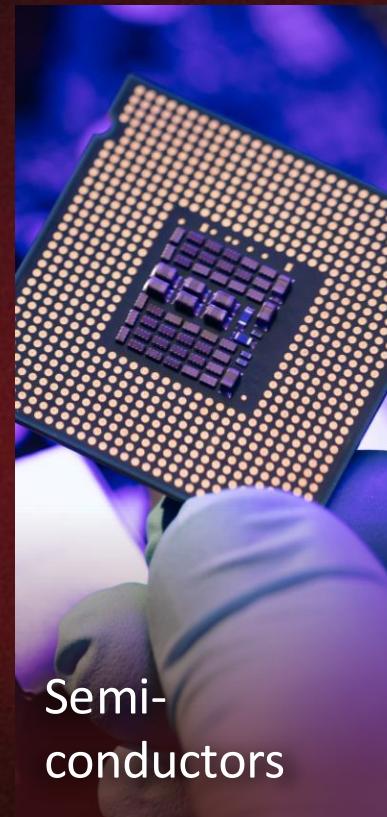
# A SHARED FOCUS FOR RESEARCH



Water and the environment



Artificial intelligence



Semi-conductors



Aging and dementia



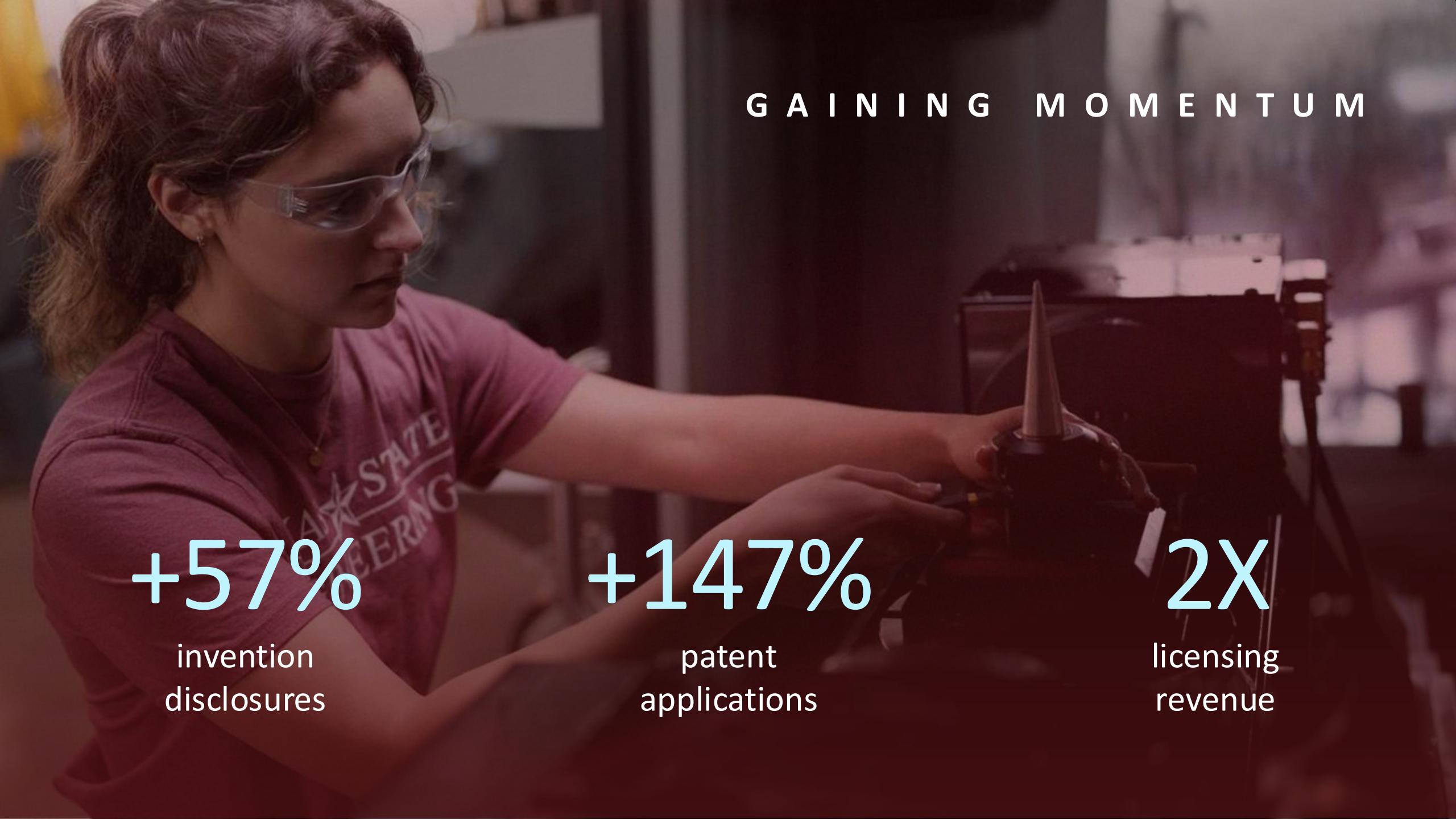
Digital humanities

# NATIONAL RESEARCH CAMPAIGN

The image shows the homepage of Texas State University. At the top, there is a dark red banner with the university's name and a star logo. Below the banner, there are several navigation links: About, Academics, Admissions, Student Life, Research, and Athletics. The main headline on the page is "Innovating at the Frontier" with a subtext about challenging students to bring everything and a \$300 million investment over five years. A button labeled "A New Era of Impact" is visible. On the left, there is a section about the "BIG INVESTMENT. BOLD IMPACT." with a headline of "\$4.5 Billion+ in the State Research Fund". Below this, there is a paragraph about Texans approving the establishment of the Texas University Fund (TUF). On the right side of the page, there is a photograph of a man in a lab coat working in a laboratory, surrounded by shelves of boxes and equipment.

An advertisement for Texas State University. The background is dark with three inset photographs: a woman in a lab coat, a man in a control room, and a scuba diver. The text 'Investing everything in a brighter tomorrow' is written in white, with three yellow lines pointing from the right towards the text. At the bottom, it says 'TXST is bringing everything.' with a QR code and the website txst.edu/bring-everything. The Texas State University logo is in the bottom right corner.

[txst.edu/bring-everything](http://txst.edu/bring-everything)

A female student with long brown hair, wearing safety goggles and a maroon t-shirt with "ARK STATE" and "ENGINEERING" printed on it, is focused on working on a mechanical project. She is wearing a maroon t-shirt with "ARK STATE" and "ENGINEERING" printed on it. The background is a workshop setting with various tools and equipment.

## GAINING MOMENTUM

**+57%**

invention  
disclosures

**+147%**

patent  
applications

**2X**

licensing  
revenue



*TXST climbed 16 places in the overall  
national universities ranking for 2026*

Tied #257 overall, #145 among public universities

#3

Graphic design program in  
Texas, 46<sup>th</sup> nationally  
*Animation Career Review*

#2

in Texas, St. David's School of  
Nursing  
*RegisteredNursing.org*

#22

Drama school in the world, +3  
spots since last year  
*The Hollywood Reporter*

## FIRST-PLACE FINISHES

Advertising, Marketing and  
Design team



Sales team

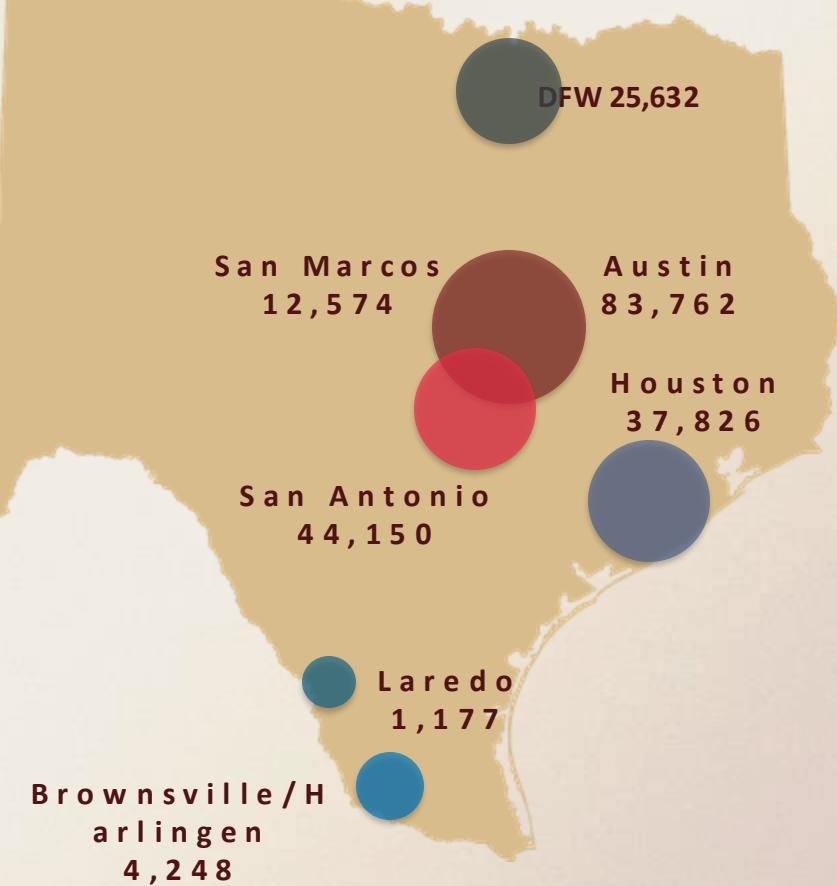


Mariachi Nueva Generación

LIVING ALUMNI  
**245,000+**



88%  
live in Texas



# Economic Impact

For every dollar invested in TXST, *students gain \$6.80 in lifetime earnings*

**\$7.7 billion**

statewide economic impact,  
75,000 jobs supported

**\$3.2 billion**

regional economic impact,  
32,542 jobs supported

# Investing in our own



Since 2021...

**19%** increase in staff

+ Significant salary increases, especially for lowest-paid employees

**22%** increase in faculty

+ Faculty of instruction raises

**18%** enrollment growth

*Rising  
on the  
national  
stage*





**EXCELLENCE  
EVERYWHERE**

**Bubas Cup Winner**  
3 in 4 years

**Record attendance**  
Strong television viewership

**Graduation rate**  
13% above NCAA requirements

**Investing**  
Facilities and student-athlete  
experience

# Competitive success and *national visibility*

3rd consecutive  
bowl victory

Armed Forces Bowl, 2026

2.1M  
TV viewers

28,243  
attendance





First-ever  
Sun Belt Tournament Championship

NCAA  
Tournament Berth





Continued NIL growth  
supporting roster stability



Facility investments fueled  
by philanthropic support



Light the Star campaign  
launched by TXST Athletics

“Game days are by far my favorite day of the week — getting to watch our student-athletes perform at the highest level and see the hard work that they and our staff have put in to being ready to compete is the best!”

A I D A N   P O O L

Director of Sports Medicine,  
Texas State Athletics



# Giving Back FY25

15,561

gifts

\$30.9M

total given

2,948

first-time donors

\$463.2M

TXST endowment total;  
\$1.602B with TUF

*Growing a  
national  
brand*



P O S I T I V E   C O V E R A G E  
A N D   E N G A G E M E N T

38 billion  
global media impressions  
in the past year

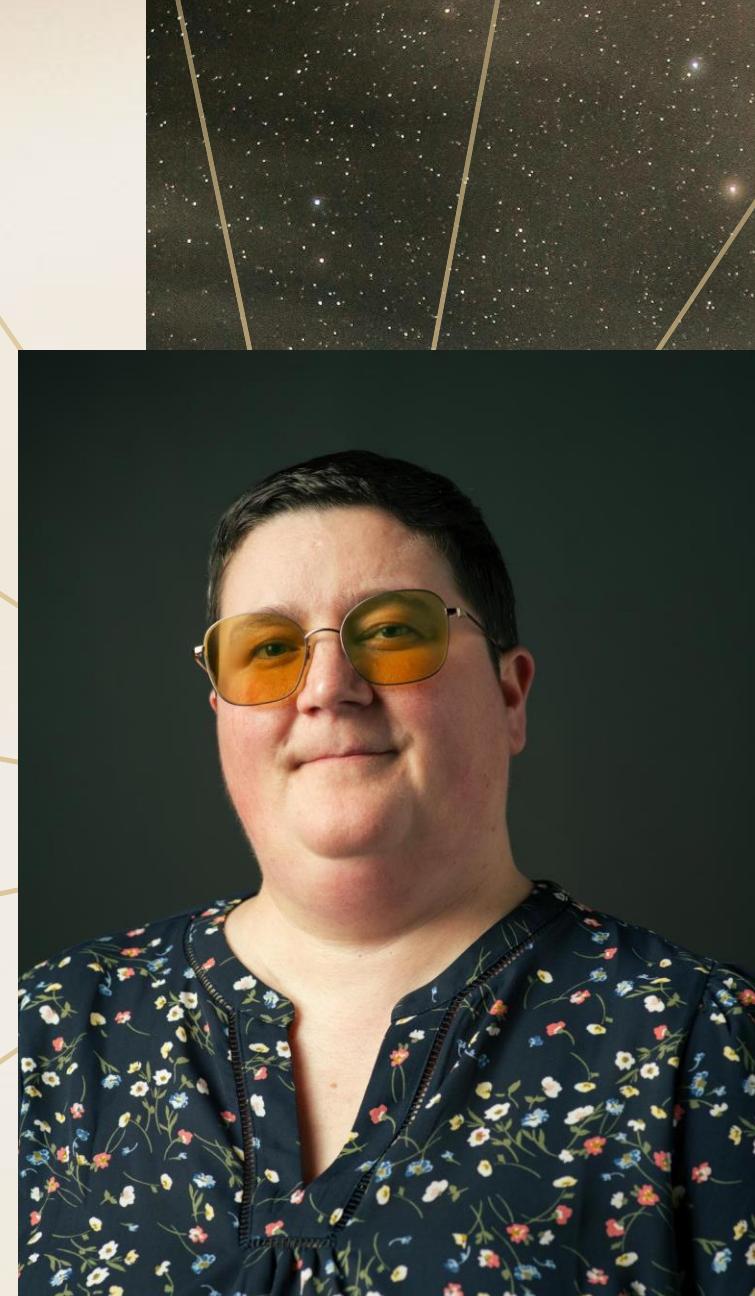
18,000+  
global media mentions

3× higher  
social media engagement  
compared to HE average

“Doing our part to put the spotlight on TXST and make sure people know about the good work Bobcats are doing in their communities is very meaningful to me.”

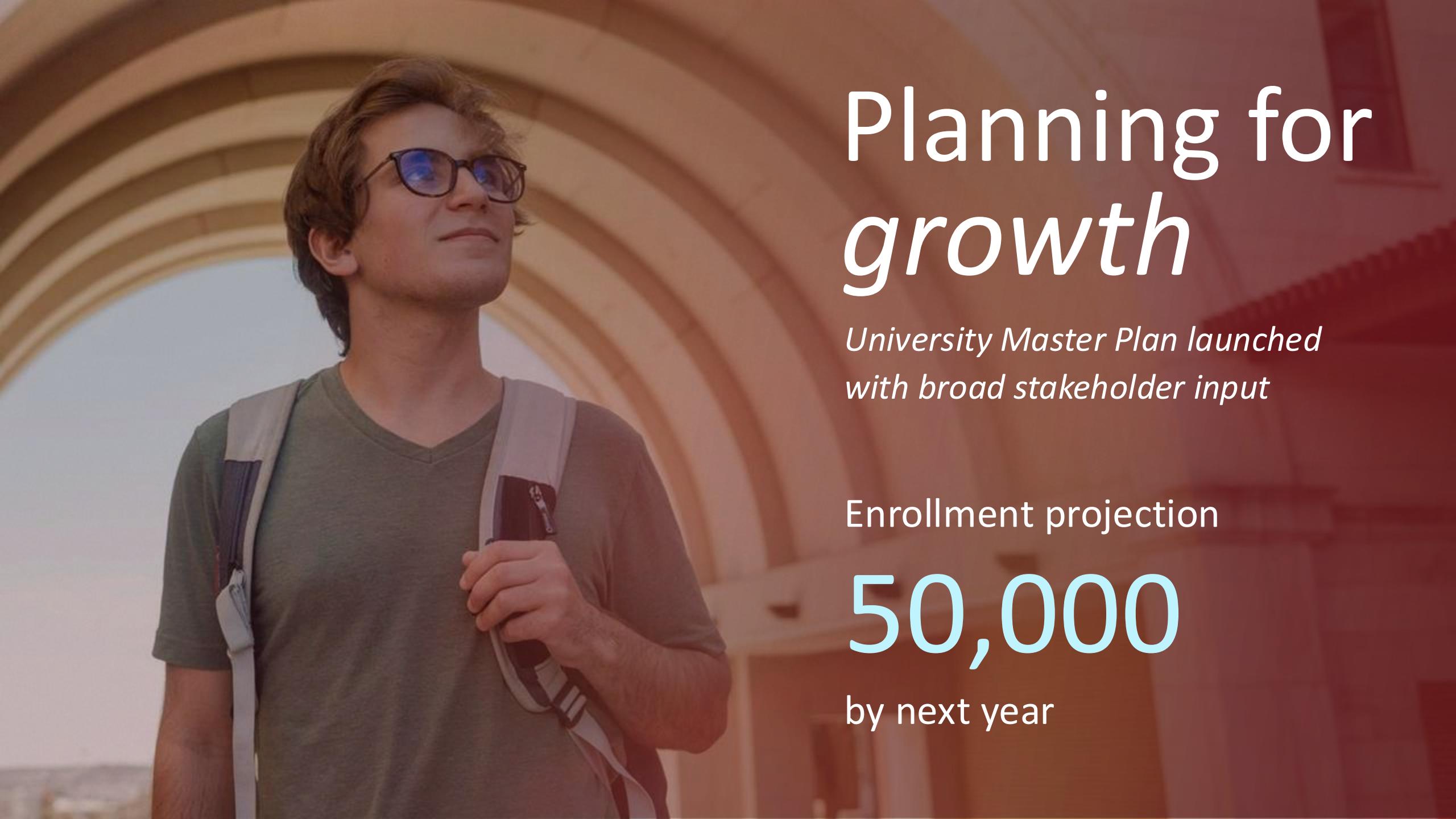
N I C O L E   H E F N E R

Copy Editor & Writer,  
Division of Marketing & Communications



Next 125  
years



A young man with glasses and a backpack looking up, standing in front of a modern building with curved glass walls.

# Planning for *growth*

*University Master Plan launched  
with broad stakeholder input*

Enrollment projection

50,000

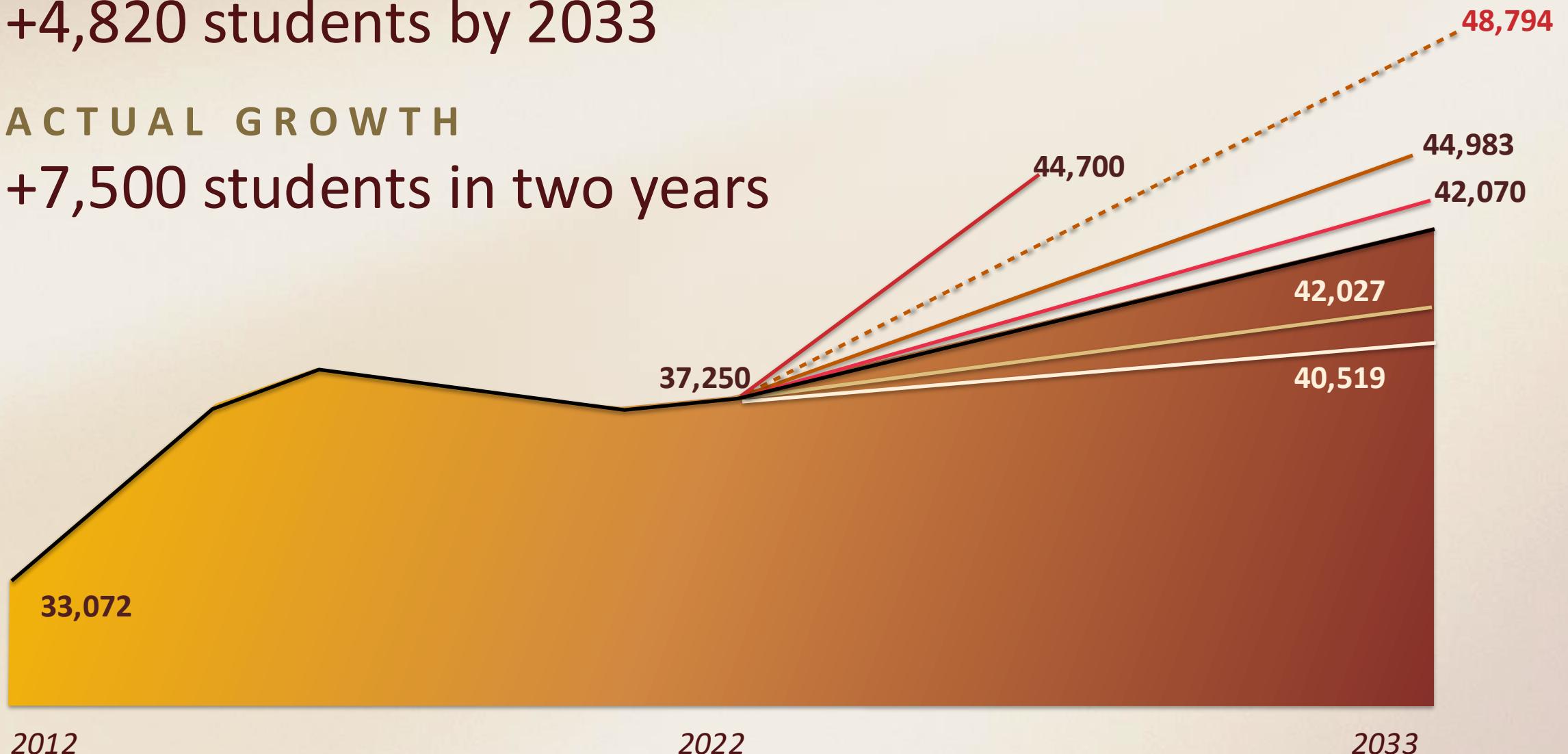
by next year

## PREDICTED GROWTH

+4,820 students by 2033

## ACTUAL GROWTH

+7,500 students in two years



## EXPANDED PLANS

**23** green space projects

**22** major renovations

**30** major construction projects

Nearly \$1B in  
active construction  
underway

Hotel breaks ground  
summer 2026



Architectural rendering, Sewell Park

# 128 acres

in the Sink Creek watershed





STATE OF

20  
26

TEXAS STATE