

To: President's Cabinet  
From: Kelly R. Damphousse  
Subject: President's Cabinet Meeting  
April 8, 2026



### **Improve Operations and Enhance Infrastructure**

Mr. Rob Zinkan and Ms. Aimee Hosemann from Navigate Gray presented a Marketing and Communication Strategic Organization Plan to support TXST's continued growth and rising national profile.

They outlined a future-ready, center-led, distributed model to strengthen the university's ability to operate strategically at scale, align messaging with institutional priorities, and enhance coordination across colleges and units.

The plan emphasizes a shift from reactive, high-volume work to a more coordinated, high-impact approach, supported by increased capacity, clearer prioritization, and shared systems and standards.

Mr. Algoe provided a brief update on the FY2026–27 budget process.

### **President's Report**

This item was not discussed.

### **New Business**

No new items were introduced.

KRD:ta

Posted to web at <http://cabinet.president.txstate.edu/> on April 16, 2026.