

To: President's Cabinet
From: Kelly R. Damphousse
Subject: President's Cabinet Meeting
June 16, 2026



Improve Operations and Enhance Infrastructure

Ms. Pantlik and guest Elias Martinez, Associate Vice President for Marketing and Communications, presented an update on the university's brand marketing campaign. The discussion focused on leveraging the momentum surrounding TXST's entry into the Pac-12 Conference on July 1 and reinforcing the work of the president-appointed Pac-12 Communications Work Group. The campaign is designed to maximize awareness and elevate the university's reputation through coordinated messaging, media placements, and strategic outreach efforts. Key elements include a statewide awareness campaign, targeted advertising in major Texas markets, and a July 1 "Day One" activation celebrating TXST's first day in the Pac-12.

Advance Academic Excellence

Dr. Lloyd discussed the Texas Higher Education Coordinating Board's call for nominations for the 2026 Star Awards, which recognize institutions demonstrating excellence in transferability, student success, and workforce alignment. Cabinet discussed potential nominations and identified opportunities for collaboration. TXST Global will explore submitting nominations in the transferability and workforce alignment categories, while Student Success and Academic Affairs will work together to develop a nomination highlighting student success initiatives. Nominations are due August 1, 2026.

Become an Employer of Choice

Dr. Lloyd led a discussion regarding employee recognition and celebration efforts across the university. Cabinet discussed opportunities to enhance and better coordinate employee recognition programs and events. Dr. Lloyd will continue working with vice presidents to review current practices and identify opportunities for improvement.

Dr. Lloyd debriefed Cabinet on the May 21 *Where We're Headed: A Leadership Conversation and Reception* event. Cabinet discussed opportunities to continue engaging employees through regular leadership communications and campus engagement events.

President's Report

No report was given.

New Business

No new business was discussed.

KRD:ta

Posted to web at <http://cabinet.president.txstate.edu/> on June 23, 2026.