



Campaign Leadership Council

Houston Meeting

May 31, 2022



Agenda

Welcome and Introductions

Erica Dixon

Campaign Updates and Campaign Launch

Karl Miller Lugo

President's Remarks

Taylor Eighmy

Discussion and Closing Remarks

Greg and Melissa Whitaker



Welcome and Introductions

Erica Dixon

Associate Director of Development



Campaign Updates and Launch

Karl Miller Lugo

Vice President for Development and Alumni Relations

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BE BOLD
A CAMPAIGN FOR OUR FUTURE

PUBLIC LAUNCH READINESS

Prepared To Launch a **\$500 Million** Campaign

Leadership is Prepared to Lead and Support Goals

Volunteers and Donors are Supportive of the Campaign

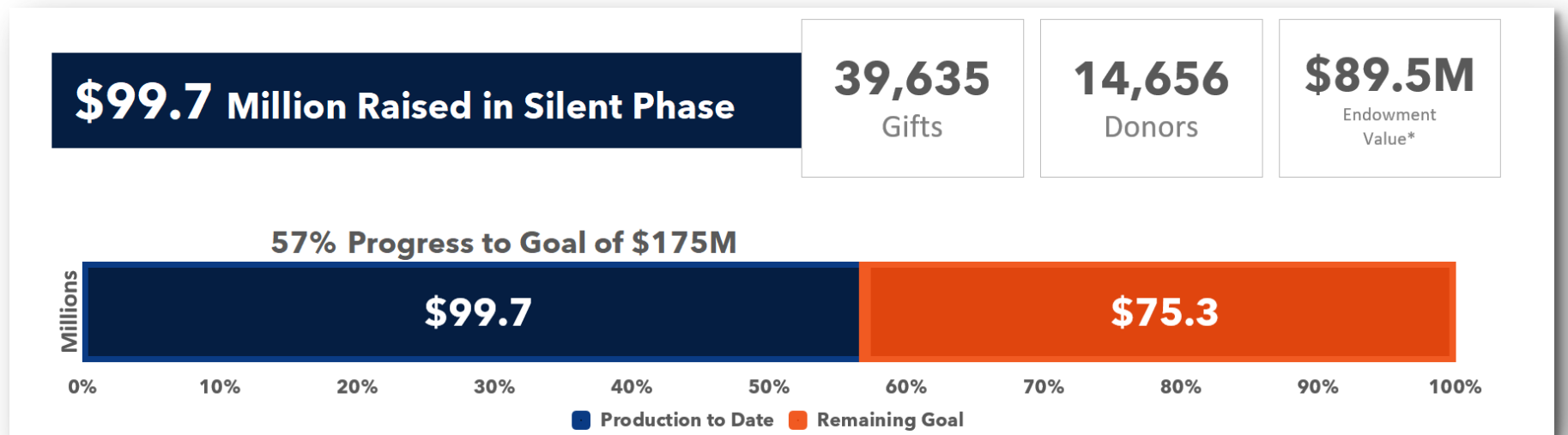
Prospects are Being Identified to Achieve the Campaign Goal

University is Prepared for a Successful Campaign

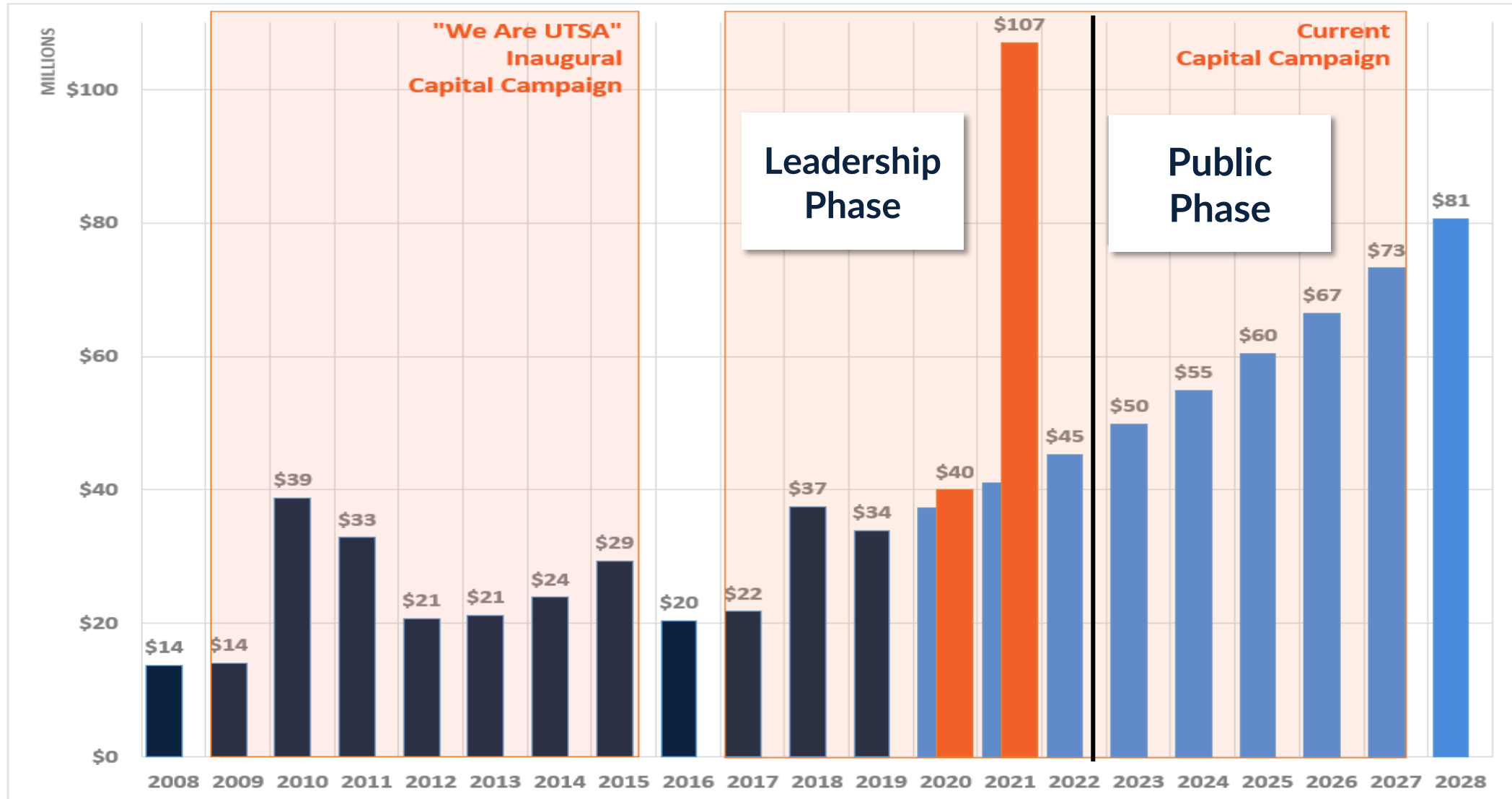
ACCOMPLISHMENTS

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HISTORICAL & FUTURE FUNDRAISING PRODUCTIVITY



Progress to Annual Goal

\$46.08 Million Raised To Date

\$50 Million Goal

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MARGIE AND BILL KLESSE COLLEGE OF ENGINEERING

BOLD Giving

\$20 million gift to The University of Texas at San Antonio College of Engineering and Integrated Design

This transformational gift will **support Roadrunners** through the creation of new endowments for student scholarships, faculty support and programs to **promote student success**.



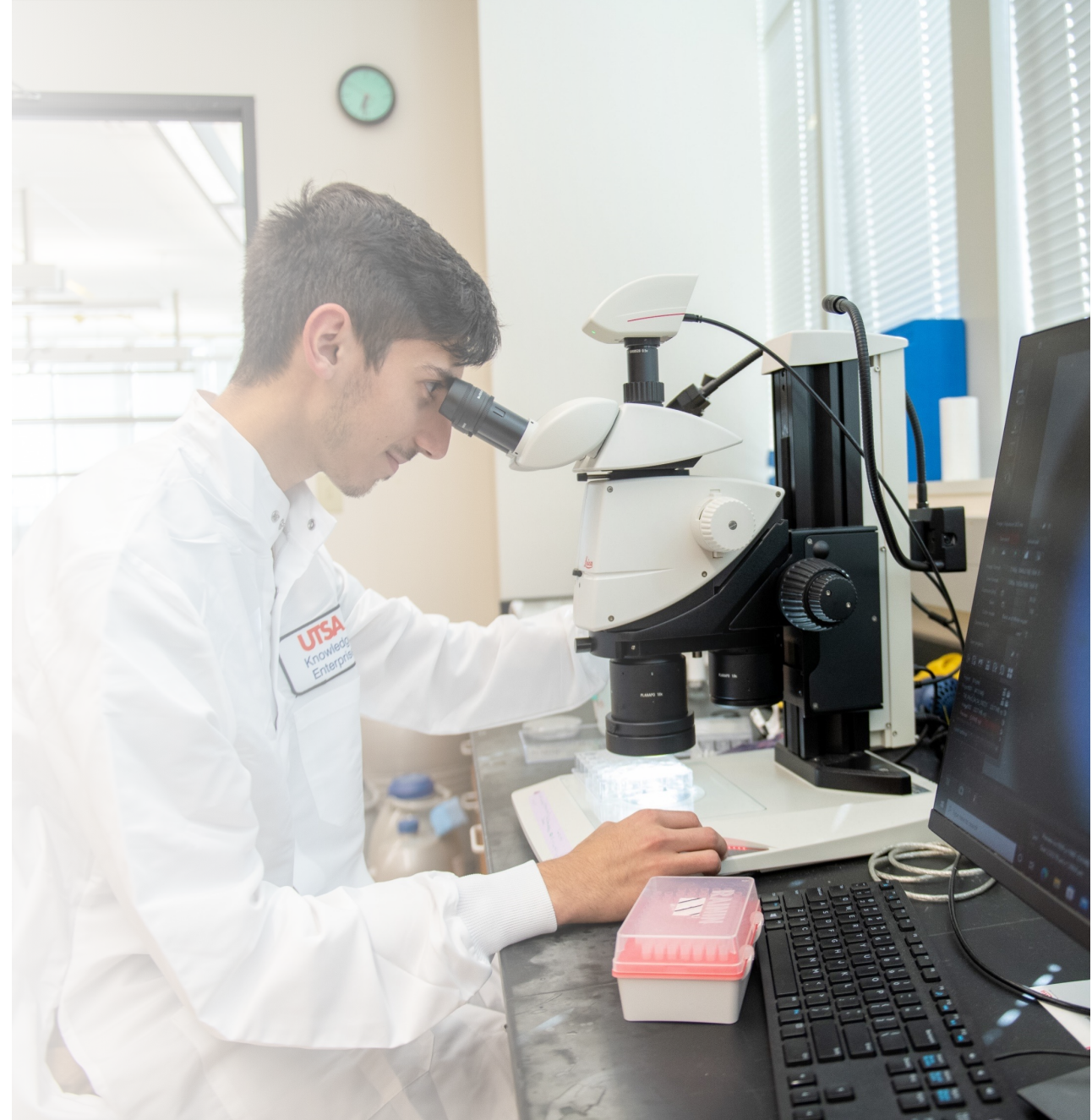
PUBLIC CAMPAIGN MESSAGING

Be Bold: A Campaign for Our Future

As the **largest fundraising campaign** in the university's history with a **goal of \$500 million**, it directly supports UTSA's 10-Year-Strategic Vision and will provide the infrastructure and resources needed to become a national model for student success and research excellence.

Campaign Destinations

1. Student Success
2. Research Excellence
3. Strategic Growth



LAUNCH WEEK EVENTS

**Official Announcement
Faculty/Staff Event & Campus Showcase
Exclusive Donor Event**

Homecoming Week Events

- BestFest
- Alumni Tailgate
- Homecoming Football Game
- UTSA Spirit Day – Light the City Orange



PUBLIC CAMPAIGN LAUNCH TIMELINE



May 2022

Internal communications teasers – faculty/staff/students

July 2022

External communications teasers – alumni/donors/friends

Sept/Oct 2022

San Antonio Express News Op-ed

Oct 2022

Media relations strategy, social media campaign, local and regional ads, direct mailers, website launch, kick-off events

2022 - 2027

Ongoing campaign related donor events and fundraising activities

SAVE THE DATES



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August TBD

A Sip of Recetas Vol. 2: Bebidos in Houston

Sept. 3rd

UTSA VS. UH in San Antonio- Opening Game

Oct. 6th

Fall CLC Meeting in San Antonio

Oct. 22nd

UTSA VS. North Texas- Homecoming

Nov. 19th

UTSA VS. Rice Tailgate in Houston

FEEDBACK

- How do you feel about the plan?
- What are we missing?
- What elements do you consider important for the public launch?

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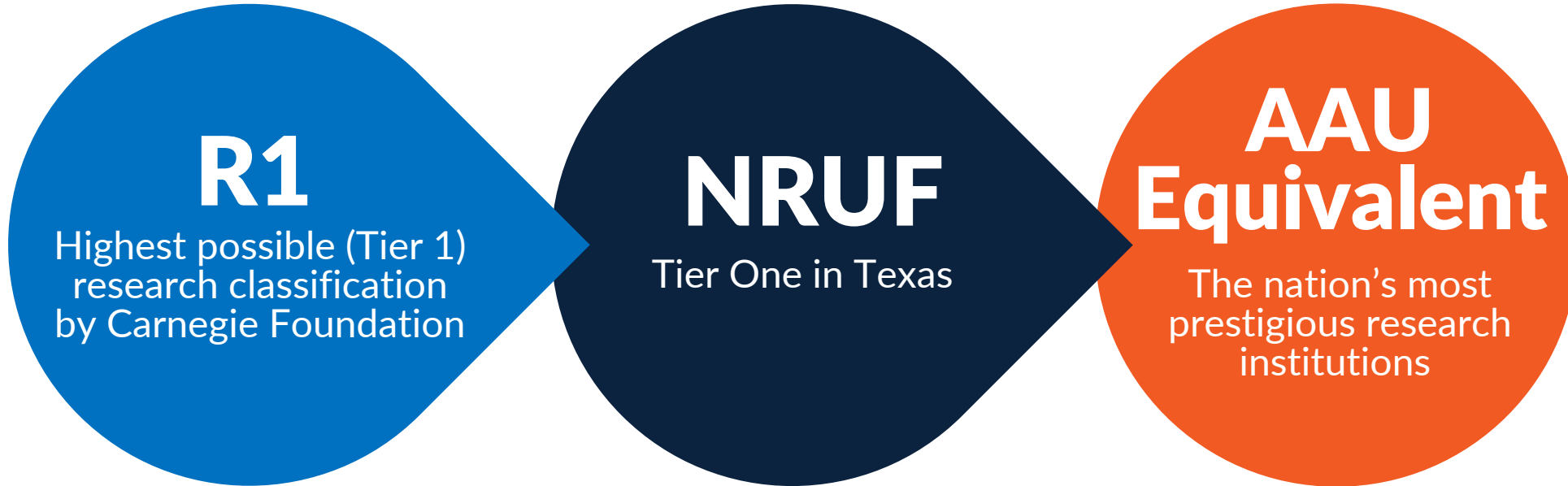




President's Remarks

Taylor Eighmy
President, UTSA

UTSA's Planned Trajectory



Top 140 Public and Private Research U.S. Universities Designated According to Ten Criteria Established by the Carnegie Foundation

Eight Texas Public Emerging Research Universities (ERUs) Deemed Eligible for National Research University Fund (NRUF) According to Six Criteria Established by the THECB

Top 64 Invited Public and Private U.S. and Canadian Universities According to Nine Criteria Established by the Association of American Universities (AAU)

CARNEGIE R1 CLASSIFICATION

A Tier One Research University

In February 2022, the Carnegie Classification of Institutions of Higher Education designated **UTSA as an R1 institution**, reinforcing our trajectory as one of Texas's top public research universities.

UTSA
» IS NOW «
TIER ONE

WITH A PRESTIGIOUS
CARNEGIE R1 CLASSIFICATION

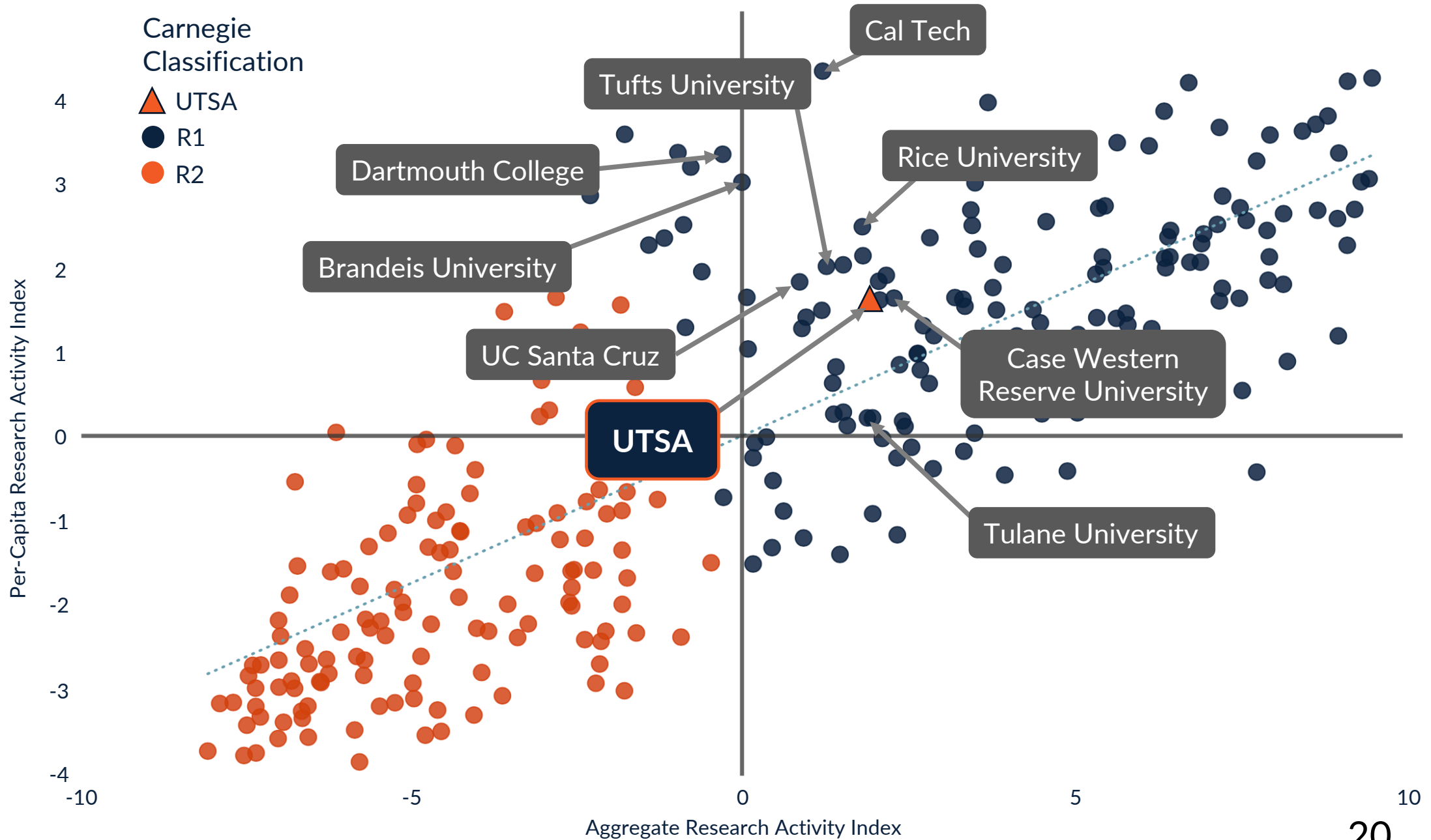
A BOLD
MILESTONE FOR
RESEARCH EXCELLENCE

TOP 4%
ONLY 146 UNIVERSITIES
IN THE NATION

AND TIER ONE
ONE OF HISpanic
20 SERVING
INSTITUTIONS

**MORE OPPORTUNITIES
FOR STUDENTS & SAN ANTONIO
INCREASING THE VALUE OF A UTSA DEGREE**

Carnegie R1 Classification



Alliance of Hispanic Serving Research Institutions

HSIs with R1 Designation

Arizona State University	CUNY Graduate School & Univ. Ctr.
Florida International University	Texas Tech University, Lubbock
University of Arizona, Tucson	University of California, Irvine
University of California, Riverside	University of California, Santa Barbara
University of California, Santa Cruz	University of Central Florida
University of Colorado - Denver	University of Houston
University of Illinois Chicago	University of Nevada, Las Vegas
University of New Mexico, Albuquerque	University of North Texas, Denton
University of Texas at Austin	University of Texas at San Antonio
University of Texas at Arlington	University of Texas at El Paso

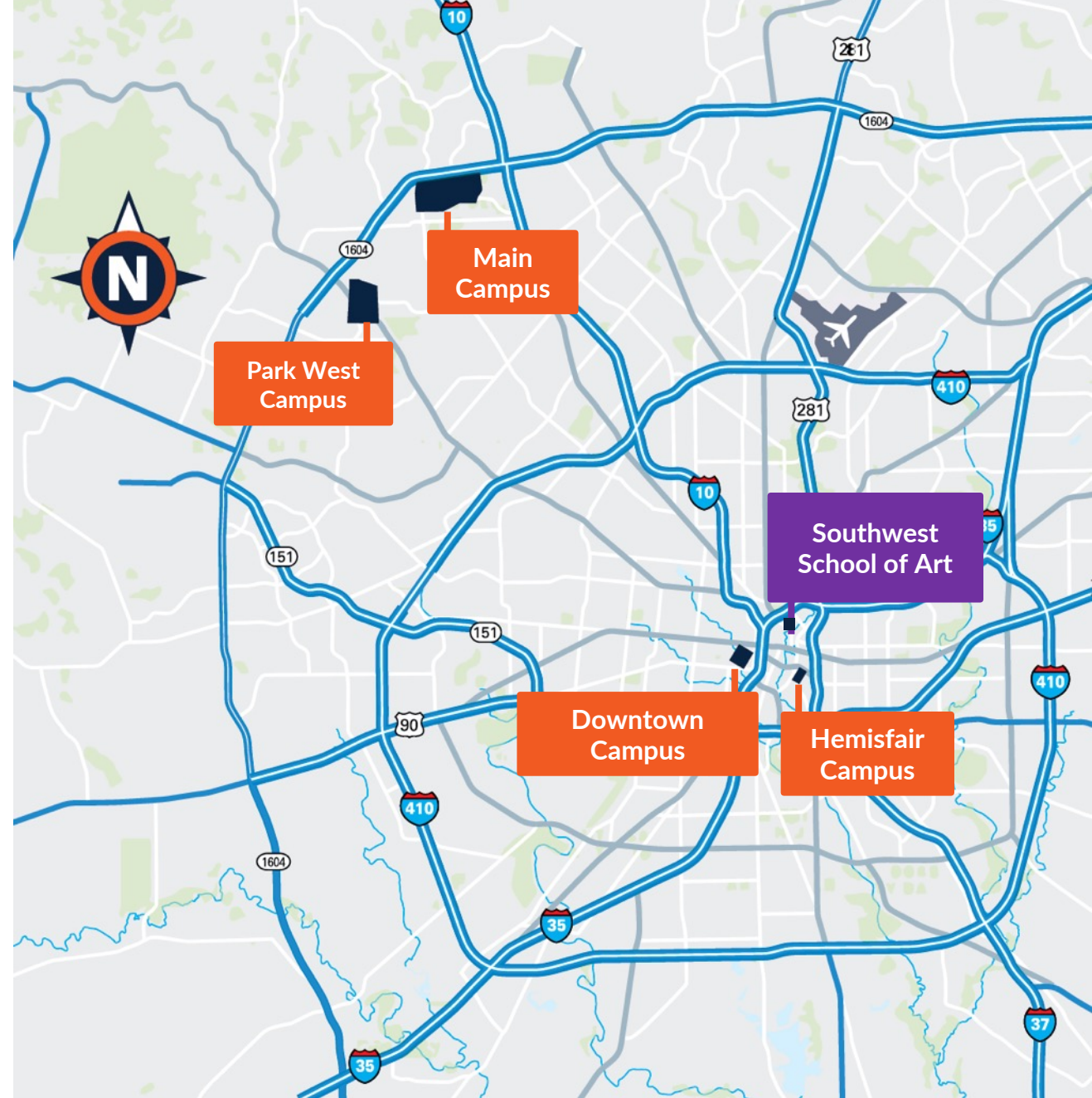


Graduate Faculty & Program Review

Grad Faculty & Program	AAU Institution Reviewers	Approve	Comment
1. Cell & Molecular Biology	Harvard University, University of Michigan, University of Pennsylvania	Yes	“Review team unanimously recommends...”
2. Biomedical Engineering	MIT, Georgia Tech, U. Maryland	Yes	“Equivalent to nationally- ranked, high quality program...”
3. Computer Science	Cornell University, Georgia Tech, University of Illinois	Yes	“Program is strong and the committee argues for NRUF funding...”
4. Management	UCLA, Stanford University, University of Washington	Yes	“Unanimously recommends NRUF funding...”
5. Anthropology	Cornell University, Vanderbilt University, University of Colorado	Yes*	“Clearly equivalent to some of the best public AAU institution programs nationally...”*

SAN ANTONIO

UTSA's Four Campuses & The Southwest School of Art Campus



DOWNTOWN SAN ANTONIO

Urban Integration



**UTSA
Downtown
Campus**

**Southwest
School of Art**

San Pedro Creek
Cultural Park/Project

Walking Path
0.8 miles
17 minutes

New Weston Urban
Continental Hotel

Frost Tower

Alameda Theater

Market
Square

New
Federal
Courthouse

UTSA

- Innovation, Entrepreneurship & Careers Building
- School of Data Science & National Security Collaboration Center

Walking Path
0.4 miles
8 minutes

H-E-B
Headquarters

San Antonio
Missions

Southtown

Walking Path
1.2 miles
24 minutes

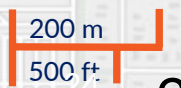
**UTSA
Hemisfair
Campus**

San Antonio
Riverwalk

Hemisfair
Park

St. Paul
Square

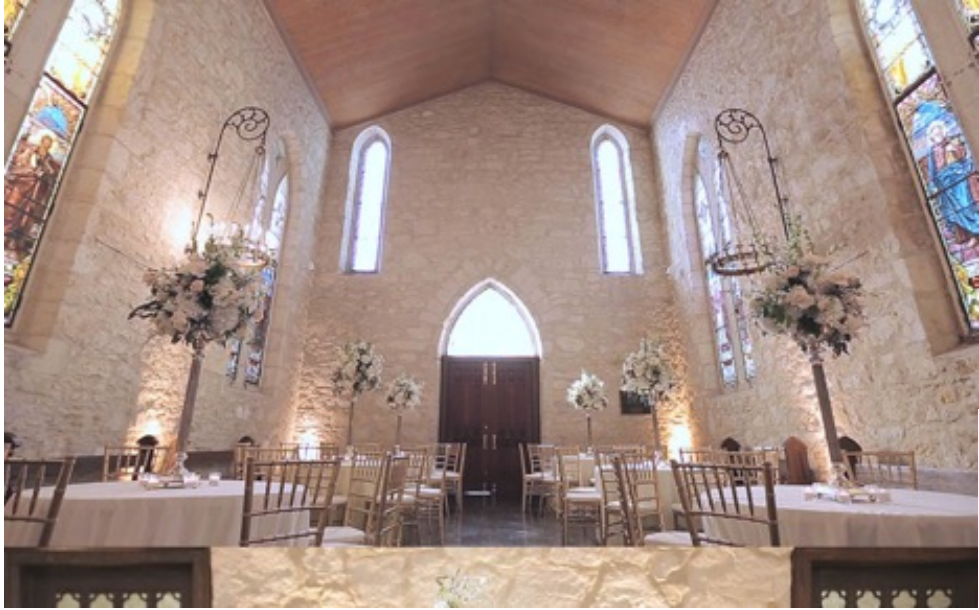
Alamodome





Southwest School of Art

Coates Chapel, Courtyard, and other event facilities



Club Giraud

School of Data Science &
National Security
Collaboration Center

Innovation,
Entrepreneurship
and Careers Building



UT Health San Antonio-UTSA Joint School of Public Health

- Combine UTHSA's MS in Public Health with UTSA's BS in Public Health
- Dual accreditation
- Founding Dean/Director
- Drive Ph.D. production and R&D
- Focus on South Texas public health challenges
 - Obesity, diabetes, cancer
- UT System Board of Regents approved concept in November 2021

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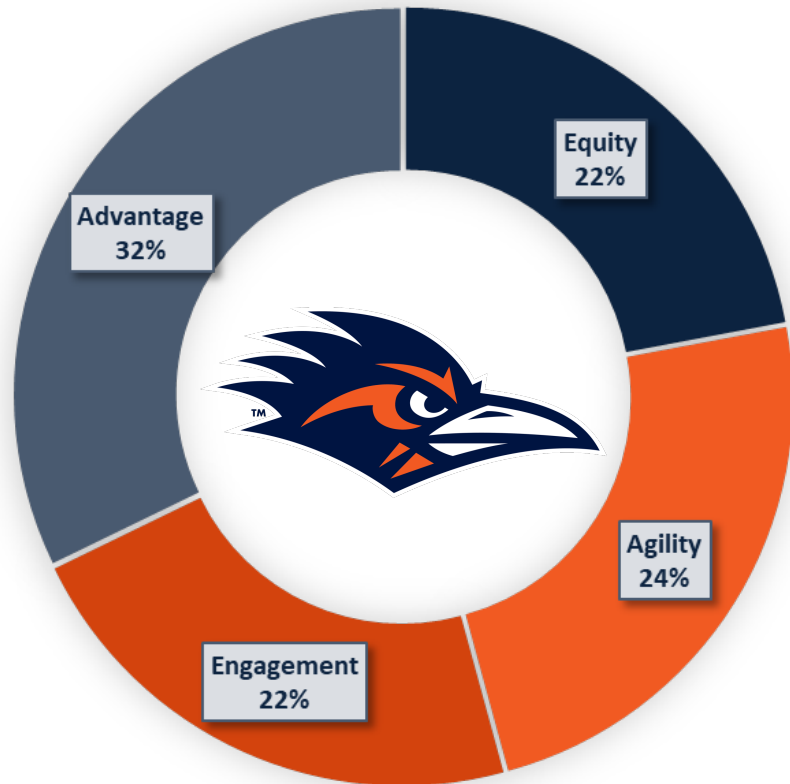
The University of Texas
at San Antonio[™]



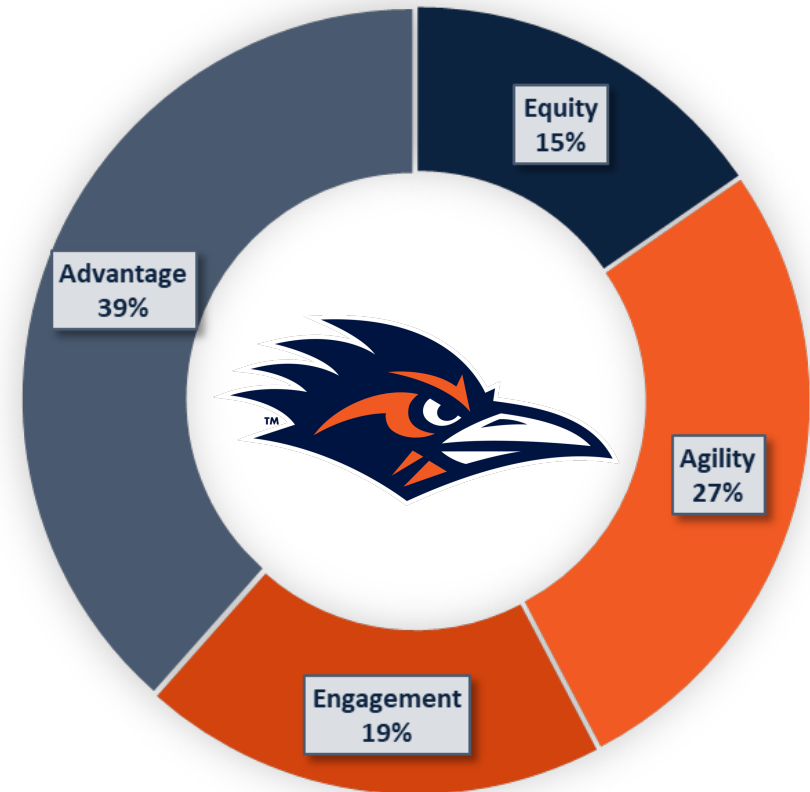
UT Health
San Antonio

WHAT DIFFERENTIATES UTSA?

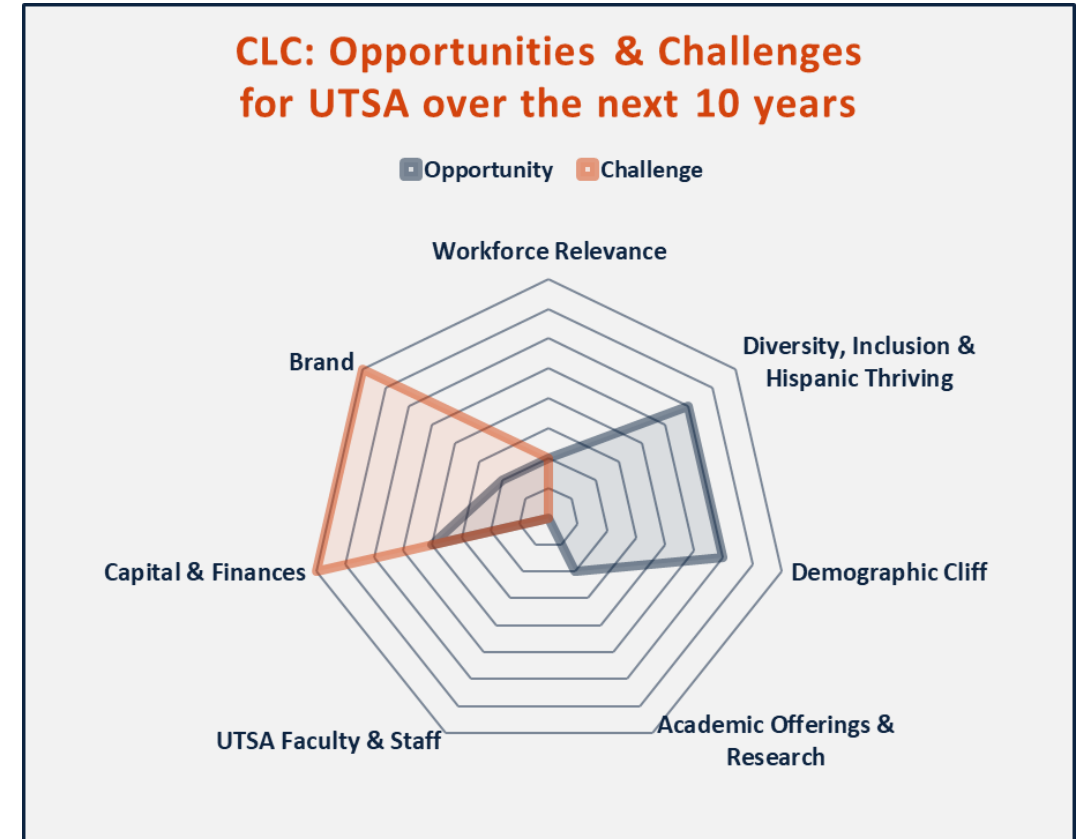
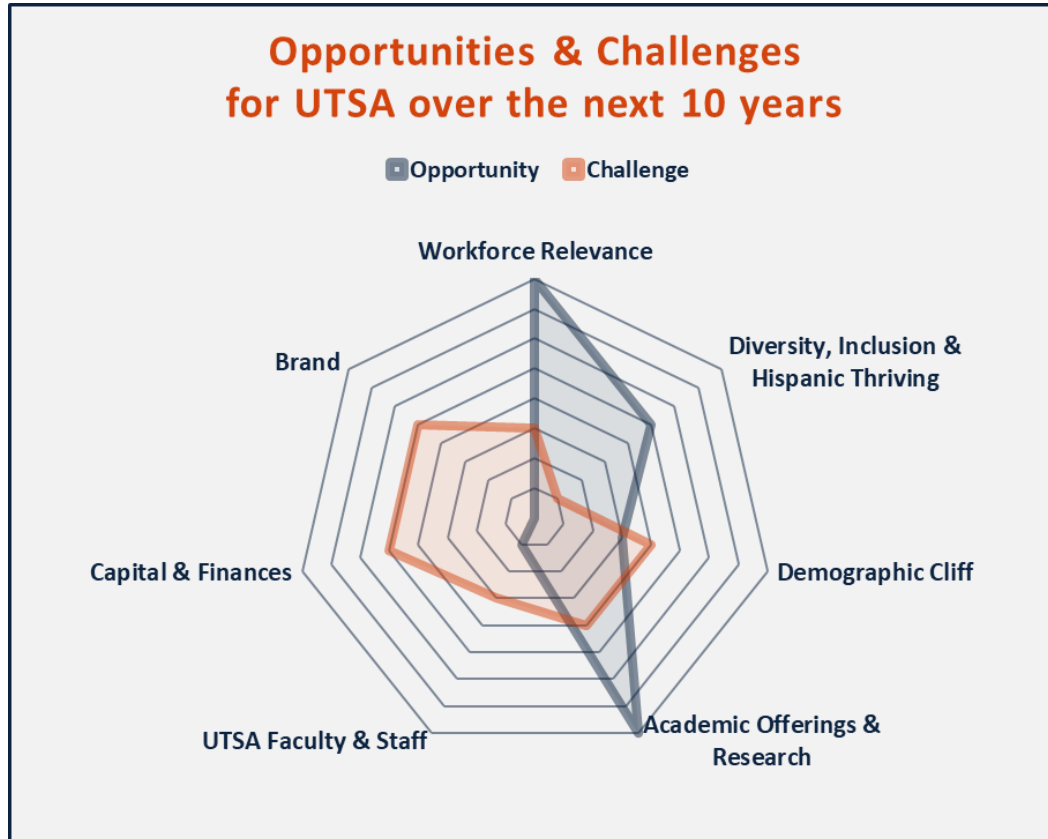
What Differentiates UTSA



CLC: What Differentiates UTSA



OPPORTUNITIES & CHALLENGES OVER THE NEXT DECADE



THRIVING WORKFORCE

How do we create, invest in, engage with, and foster a thriving workforce that is competitive, skilled, operating at a high level, and keeping pace with our forward trajectory?

UTSA Themes	CLC Themes
Constant conversations, robust partnerships and innovative initiatives align us with the community	To increase the college attainment rate in SATX, we need to strengthen UTSA
Explore Latin American market opportunities	Provide more bridge programs, mentorship and support for local high school students
Create residencies and internships by engaging with local businesses, schools and organizations.	
Campus units should coordinate efforts deliberately	

COMMUNITY ENGAGEMENT

How can we better promote **community engagement** and our urban-serving mission, especially given our focus on experiential learning and as a Hispanic-thriving institution?

UTSA Themes	CLC Themes
Deliberately communicate what UTSA has to offer & create more cultural content	Scholarships
Tell the stories of how UTSA's research, economic development and accomplishments support the advancement of the community	It's all about the brand & keeping the community engaged
Connect each of the campuses more effectively	Promoting internships as part of the student experience

FEEDBACK

- What excites you?
- How can you best engage with the UTSA team?
- What do you suggest we do to keep the incredible momentum?





Discussion and Closing Remarks

Greg and Melissa Whitaker

Campaign Leadership Council-Houston Co-Chairs

HOW YOU CAN HELP

- Continued commitment as a volunteer leader – CLC
- Connections with new foundations and corporate/community partners
- Open new doors for new areas of growth
- Host events
- Recommend new members for volunteer leadership boards and college/unit advisory councils

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CREATING
BOLD
FUTURES[®]