

Office of the President

July 21, 2022

Veronica Salazar
Chief Financial Officer and Senior Vice President for Business Affairs

Dear Veronica,

As we look ahead to realizing the full vision of ITC Centennial 2068, I recall my frequently stated perspective that “great universities need great museums.” Great museums embody the intersection of education, knowledge creation and community engagement, and our efforts to realize a sustainable ITC for the next 50 years is centered on this fundamental tenet.

Nearly one year ago, UTSA embarked on a robust community engagement process to advance our ITC Centennial 2068 vision for a place and function that provides current and future generations with a greater awareness of and appreciation for Texas’ unique cultural heritage. To prepare for realizing this vision, we have started work to align programming and exhibit content with public interest. We are also using a nationally-renowned search firm to hire ITC’s next chief curator/associate vice provost. Simultaneously, we are working with experts in museum and cultural center philanthropy to reinvent our ITC Advisory Council and establish a new advocacy group specifically dedicated to fundraising development for the ITC. Finally, we continue to make fundamental improvements in infrastructure to support ITC programming and education outreach. Together, these efforts truly promote Provost Espy’s [April 2019](#) alignment of the ITC with our university expertise in special collections, community access, academic programs, and scholarly research to ensure the ITC continues to play a transformative role in the lives of all Texans.

Following the extensive data collection and resource sharing, expansive outreach, and participation and input from community leaders and subject matter experts, the Steering Committee recently finalized and presented its final report to UTSA leadership. A great amount of time, energy and work went into developing **three, equally important feasible scenarios** that will help guide the next phase of our journey to elevate and expand the programming offerings of the ITC. I am deeply grateful for the Task Force and Steering Committee members who gave of their personal time and respective areas of expertise to get us to this point in the process.

Now, upon receipt of the Steering Committee’s final report, the public visioning phase of the process is complete. The three scenarios developed and presented by the committee within the report will serve as a launching point for the next phase of our journey—thorough evaluation of each scenario to move beyond the visioning phase into an implementation phase. The Steering Committee report provides insight regarding the community’s vision for the ITC, its programmatic needs and its sustainability models.

To begin the evaluative phase, I am formally charging you and your division, working in close consultation with The University of Texas System, to lead the next steps in the evaluative process with a more targeted request for information from subject matter experts with specific knowledge related to important planning elements such as museums and cultural centers, place making, building assessment, architecture and historical structures, and real estate development.

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I would like your division to systematically obtain and develop your own expert opinions on the three scenarios presented by the Steering Committee to further determine the feasibility and benefits of each to enable a plan that brings forward and realizes ITC Centennial 2068. I recognize that this evaluative process will take time, and I anticipate that you will engage and update our community periodically to make the resulting subject matter reports and responses to requests for information available on the ITC 2068 Visioning website so that it can be available to and viewed by all.

I look forward to working closely with you to realize ITC Centennial 2068.

Sincerely,



Taylor Eighthmy
President

