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
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

$297 Million Raised to Date

- 110,133 Gifts
- 38,469 Donors
- $278M Endowment Value

60% Progress to Goal of $500M

- Production to Date: $297.8
- Remaining Goal: $202.2

$99.7 Million Raised in Silent Phase

- 39,635 Gifts
- 14,656 Donors
- $89.5M Endowment Value

57% Progress to Goal of $175M

- Production to Date: $99.7
- Remaining Goal: $75.3
HISTORICAL & FUTURE FUNDRAISING PRODUCTIVITY

"We Are UTSA" Inaugural Capital Campaign

Leadership Phase

Public Phase

Current Capital Campaign

<table>
<thead>
<tr>
<th>Year</th>
<th>We Are UTSA</th>
<th>Leadership Phase</th>
<th>Public Phase</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>$14</td>
<td>$39</td>
<td>$73</td>
</tr>
<tr>
<td>2009</td>
<td>$14</td>
<td>$33</td>
<td>$67</td>
</tr>
<tr>
<td>2010</td>
<td>$39</td>
<td>$33</td>
<td>$60</td>
</tr>
<tr>
<td>2011</td>
<td>$33</td>
<td>$21</td>
<td>$55</td>
</tr>
<tr>
<td>2012</td>
<td>$21</td>
<td>$21</td>
<td>$50</td>
</tr>
<tr>
<td>2013</td>
<td>$21</td>
<td>$24</td>
<td>$45</td>
</tr>
<tr>
<td>2014</td>
<td>$24</td>
<td>$22</td>
<td>$40</td>
</tr>
<tr>
<td>2015</td>
<td>$29</td>
<td>$22</td>
<td>$34</td>
</tr>
<tr>
<td>2016</td>
<td>$20</td>
<td>$22</td>
<td>$37</td>
</tr>
<tr>
<td>2017</td>
<td>$22</td>
<td>$22</td>
<td>$37</td>
</tr>
<tr>
<td>2018</td>
<td>$22</td>
<td>$22</td>
<td>$34</td>
</tr>
<tr>
<td>2019</td>
<td>$22</td>
<td>$22</td>
<td>$34</td>
</tr>
<tr>
<td>2020</td>
<td>$37</td>
<td>$22</td>
<td>$37</td>
</tr>
<tr>
<td>2021</td>
<td>$37</td>
<td>$22</td>
<td>$37</td>
</tr>
<tr>
<td>2022</td>
<td>$37</td>
<td>$22</td>
<td>$37</td>
</tr>
<tr>
<td>2023</td>
<td>$37</td>
<td>$22</td>
<td>$37</td>
</tr>
<tr>
<td>2024</td>
<td>$37</td>
<td>$22</td>
<td>$37</td>
</tr>
<tr>
<td>2025</td>
<td>$37</td>
<td>$22</td>
<td>$37</td>
</tr>
<tr>
<td>2026</td>
<td>$37</td>
<td>$22</td>
<td>$37</td>
</tr>
<tr>
<td>2027</td>
<td>$37</td>
<td>$22</td>
<td>$37</td>
</tr>
<tr>
<td>2028</td>
<td>$37</td>
<td>$22</td>
<td>$37</td>
</tr>
</tbody>
</table>
2022 FISCAL YEAR GOAL

Progress to Annual Goal

$46.08 Million Raised To Date

$50 Million Goal

UTSA
BE BOLD
A CAMPAIGN FOR OUR FUTURE
$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.
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
PUBLIC CAMPAIGN BRANDING CONCEPTS

Key themes and messages

- Celebrating UTSA’s journey and trajectory
- Capturing UTSA’s evolution alongside San Antonio’s
- Highlighting UTSA’s growth from We Are UTSA to Be Bold
- Promoting UTSA’s past, present, and future
- Encouraging stakeholders to Be Bold with us
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

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
• How do you feel about the plan?
• What are we missing?
• What elements do you consider important for the public launch?
President’s Remarks

Taylor Eighmy
President, UTSA
UTSA’s Planned Trajectory

R1
Highest possible (Tier 1) research classification by Carnegie Foundation

NRUF
Tier One in Texas

AAU Equivalent
The nation’s most prestigious research institutions

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)
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.
CARNEGIE R1 CLASSIFICATION

Alliance of Hispanic Serving Research Institutions

<table>
<thead>
<tr>
<th>HSIs with R1 Designation</th>
<th>CUNY Graduate School &amp; Univ. Ctr.</th>
<th>Texas Tech University, Lubbock</th>
<th>University of California, Irvine</th>
<th>University of California, Santa Barbara</th>
<th>University of Central Florida</th>
<th>University of Houston</th>
<th>University of Nevada, Las Vegas</th>
<th>University of North Texas, Denton</th>
<th>University of Texas at San Antonio</th>
<th>University of Texas at El Paso</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arizona State University</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Florida International University</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>University of Arizona, Tucson</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>University of California, Riverside</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>University of California, Santa Cruz</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>University of Colorado - Denver</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>University of Illinois Chicago</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>University of New Mexico, Albuquerque</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>University of Texas at Austin</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>University of Texas at Arlington</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Graduate Faculty & Program Review

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

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

Coates Chapel, Courtyard, and other event facilities

Club Giraud
STRATEGIC PARTNERSHIPS IN HEALTH SCIENCE

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
WHAT DIFFERENTIATES UTSA?

**What Differentiates UTSA**
- Advantage: 32%
- Engagement: 22%
- Agility: 24%
- Equity: 22%

**CLC: What Differentiates UTSA**
- Advantage: 39%
- Engagement: 19%
- Agility: 27%
- Equity: 15%
OPPORTUNITIES & CHALLENGES OVER THE NEXT DECADE

Opportunities & Challenges for UTSA over the next 10 years

- Workforce Relevance
- Diversity, Inclusion & Hispanic Thriving
- Capital & Finances
- UTSA Faculty & Staff
- Academic Offerings & Research

CLC: Opportunities & Challenges for UTSA over the next 10 years

- Workforce Relevance
- Diversity, Inclusion & Hispanic Thriving
- Capital & Finances
- UTSA Faculty & Staff
- Academic Offerings & Research
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?

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

<table>
<thead>
<tr>
<th>UTSA Themes</th>
<th>CLC Themes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deliberately communicate what UTSA has to offer &amp; create more cultural content</td>
<td>Scholarships</td>
</tr>
<tr>
<td>Tell the stories of how UTSA’s research, economic development and accomplishments support the advancement of the community</td>
<td>It’s all about the brand &amp; keeping the community engaged</td>
</tr>
<tr>
<td>Connect each of the campuses more effectively</td>
<td>Promoting internships as part of the student experience</td>
</tr>
</tbody>
</table>
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