COMMON EXPERIENCE

Twister Marquiss, M.F.A.
Director

txstate.edu/commonexperience
Me.
ABOUT

Texas State University

Established: 1899
Location: San Marcos

Total TXST Students: 38,137
Undergraduates: 33,956
First-Year Students: 6,310

Gender: 58.9% Female
Ethnicity: 54% Minorities

Hispanic-Serving Institution (HSI)
Emerging Research University (ERU)
NCAA Division I, Sun Belt Conference
IN THIS SESSION

Why we do things.
What we do.
Our 2019-2020 them: TRUTH
Why.
Learning builds on people’s previous experiences.

Learning takes place best in a social setting.

Diverse learning contexts support people’s diverse learning needs.

Connected, organized, and relevant information develops higher-order thinking skills.
What.
Texas State University presents an academic theme each year with events for everyone.

This is our Common Experience.
“Early on, the vision was to connect entering students to a shared conversation, but it quickly grew to include upper-level classes, student support services, campus activities, performing arts, and the San Marcos schools and community. …[W]e cannot find evidence of a large public university ever having undertaken something so ambitious and encompassing.”

— President Denise M. Trauth
COURAGE

2005-2006

Total TXST Students 27,129
First-Year Students 3,100
CE Events 38

Maya Angelou
Spike Lee
2015-2016

BRIDGED THROUGH STORIES

Total TXST Students 37,979
First-Year Students 5,724
CE Events 171

Robert Rodriguez
2017-2018

THE SEARCH FOR JUSTICE

Total TXST Students 38,666
First-Year Students 5,874
CE Events 187

Anthony Graves
Bryan Stevenson
2018-2019

INNOVATION

Total TXST Students: 38,644
First-Year Students: 6,084
CE Events: 239

José Hernández
David Eagleman
2019-2020

TRUTH

Total TXST Students  38,187
First-Year Students  6,310
CE Events  250+

Dr. Mona Hanna-Attisha
Common
more opportunities for everyone

250+
ACADEMIC EVENTS THIS YEAR
93% ATTEND EVENTS

ALL TICKETED EVENTS SOLD OUT SINCE 2017

meaningful appeal to first-year students
stronger engagement on social media

17.59%

ABOVE AVERAGE FOR HIGHER EDUCATION ACCOUNTS ON TWITTER
OUR PROCESS

Choose a theme.
Choose a book.
Choose major speaker(s).
Bring everyone onboard to plan.
AFFILIATED PROGRAMS

» Common Reading
» University Seminar (US 1100)
» Peer Mentoring
» Gallery of the Common Experience
» LBJ Distinguished Lecture Series
OUR STRATEGIES

» Campus-wide Announcement
» NSO Book Distributions + Video
» Social Media
» University Seminar
» Campus and Community Marketing
HOW WE PARTNER

» Funding
» Event planning
» Promoting events and programs
» Ideas
» Opportunities
Create paths of opportunity
MANY VOICES. ONE THEME.
Video.
It’s okay to use your phones
TRUTH