

To: President's Cabinet  
From: Denise M. Trauth  
Subject: President's Cabinet Meeting  
October 5, 2021

### **Impact of COVID-19 (#770)**

Dr. Carranco compared data from the week of September 27, 2021, to data from the week of September 20, 2021. In general, case counts and positivity rates are continuing to decline.

Week-to-week comparisons revealed:

- In Texas, the average daily case counts decreased from 8,747 to 7,151 cases per day, and the average daily positivity rate decreased from 12.3 to 9.9 percent;
- In Williamson county, the average daily case counts decreased from 228 to 176, and the average daily positivity rate decreased from 9.4 to 9.1 percent;
- In Travis county, the average daily case counts decreased from 282 to 230 cases per day, and the average daily positivity rate decreased from 8.3 to 7.4 percent; and
- In Hays county, the average daily case counts decreased from 86 to 61 cases per day; and the average daily positivity rate decreased from 7.8 to 7.3 percent.

Over the same time period, the portion of COVID-19 cases attributed to individuals 10 to 19 years of age decreased from 28 to 21 percent and to individuals 20 to 29 years of age decreased from nine to five percent. Since March 2020, there have been three COVID-19-related deaths among individuals less than 30 years of age out of 366 (.8 percent).

Across Texas, hospitalizations continue to decline.

On September 26, 2021, active cases at Texas State were 197 cases, and on October 4, 2021, that number declined to 75 active cases.

Preliminary data for the week of September 27, 2021, indicate that Texas State had 22 positive tests out of 1,829 tests for a positivity rate of 1.2 percent. The University of Texas at Austin and Texas A&M University reported positivity rates of 0.5 percent (38 positives out of 7,952 tests) and 4.6 percent (196 positives out of 4,221 tests), respectively.

President's Cabinet members discussed messaging for the upcoming holiday season, particularly after Thanksgiving, during finals week, and before the start of the spring 2022 semester. Messaging from the Student Health Center will focus on vaccinations (getting fully vaccinated/a booster) at least two weeks prior to the start of the holiday season and the importance of regular testing and testing after exposure in high-risk situations (e.g., a concert or travelling by plane). Provost Bourgeois' messaging will focus on discretion and flexibility afforded to faculty in delivering classes at the end of the fall 2021 semester and the beginning of the spring 2022 semester.

Cabinet members discussed whether to require students living in on-campus residential buildings to test prior to their return in January 2022. This decision will be made at a later date.

President's Cabinet members will consider hosting a Town Hall toward the end of the fall 2021 semester to share plans for Texas State's start of the spring 2022 semester with students, faculty, and staff.

Dr. Carranco discussed breakthrough infections. Vaccinated persons are still susceptible to COVID-19, though their risk of serious illness is lower than unvaccinated persons. Nevertheless, a vaccinated individual should wear a mask and get a booster.

On October 1, 2021, 128 people participated in a Pfizer Booster vaccination event at the Student Recreation Center.

For the Round Rock Campus, a vaccination event is being planned for the week of October 11, 2021. Currently, the Student Health Center on the Round Rock Campus provides testing; additional solutions are being considered to expand testing capacity.

### **Marketing Plan (#493)**

Provost Bourgeois and guests Mr. Gary Ray, Associate Vice President for Enrollment Management and Marketing, and Mr. Elias Martinez, Assistant Vice President for University Marketing, presented an update to the TXST NEXT brand campaign plan. University Marketing has been leading efforts to refresh the university brand to grow awareness and appreciation for Texas State's endeavors and impact.

Since meeting with the President's Cabinet on March 5, 2021, University Marketing piloted TXST NEXT in airports, including Dallas-Fort Worth International, Houston Hobby, and George Bush Intercontinental Airports, made a dozen presentations to and received feedback from different stakeholders, and developed resources to support the official launch of the new brand.

Mr. Martinez described the plan to raise awareness and appreciation externally and to energize and engage internally. Examples of external avenues where Texas State's new brand will be promoted externally include Austin, San Antonio, and Streaming Cable Broadcast News; Austin, San Antonio, and Houston airports; and *Texas Monthly*. Examples of internal avenues include light pole banners for pedestrian corridors and roadways, a campus advertising campaign, TXST NEXT mixtape, and Lucidpress. Lucidpress, for example, is a web-based desktop publishing application that will allow university units to create professional design products easily and quickly, such as social media graphics, brochures, flyers, newsletters, business cards, posters, magazines, and presentations, that align with Texas State's new brand campaign.

President's Cabinet members approved the next steps of the plan rollout. The TXST NEXT branding campaign will be officially launched on October 8, 2021, during the centennial celebration of the university bands.

### **NEXT IS NOW Fundraising Campaign Launch Plans**

Dr. Breier and guests Ms. Sandy Pantlik, Assistant Vice President for University Advancement, and Dr. Dan Perry, Associate Vice President for University Advancement, shared plans for communications and fundraising following the launch of NEXT IS NOW, the largest fundraising campaign in Texas State's history. Messaging and paid brand awareness will be shared across multiple media outlets, including *Texas Monthly*, KUT, NPR, Texas State Newsroom, and Texas State social media channels. Execution of the plan will result in 5,000,000 impressions over the next two months.

Since 2014, the current fundraising campaign has been in a silent phase. The public phase of the campaign will be launched in conjunction with the launch of the new TEXT NEXT branding campaign during the centennial celebration of the university bands on October 8, 2021.

Top priorities of the campaign include fundraising for undergraduate and graduate scholarships, increasing endowed faculty positions, equipment for Health Professions on the Round Rock Campus, constructing a new music building on the San Marcos Campus, renovating The Meadows Center for Water and the Environment, and expanding practice and training facilities for student-athletes.

### **President's Update (#556)**

President Trauth announced that a Terry Foundation virtual banquet will be held on October 5, 2021. The Terry Foundation Scholarship was initiated at Texas State in 2004. Since then, the total number of Terry Scholars supported at Texas State has grown to over 300 students, with about \$20 million awarded in scholarships since its inception. This is a remarkable opportunity for Texas State students, as current Terry Scholars are also active participants in the Honors College, as well as the Terry Scholars Student Organization.

President Trauth discussed the presidential search committee and the selection process. The TSUS is using the same process as they have done for the last three presidential searches. President Trauth shared that university community members, donors, and alumni have an opportunity to provide input via an online survey.

### **Significant Issues (#01)**

Mr. Algoe led a discussion to finalize the tuition and fee increases proposal that will be presented at the November 2021 Board of Regents meeting. Texas State will propose to collapse five non-statutory fees (environmental service fee, ID card fee, international education fee, student publication fee, and student success fee) into one fee -- the institutional services fee.

Mr. Coryell discussed the October 9, 2021, football game versus the university of South Alabama, highlighting faculty/staff and Family Weekend game day events. Nearly 300 faculty and staff RSVP'd to attend the faculty and staff tailgating event and 375 faculty and staff have claimed free tickets; 1,274 tickets have been purchased by Family Weekend guests.

Mr. Algoe provided an update on the search for the next Texas State Chief of Police.

Dr. Silva announced that the Second Annual Inclusive Excellence Showcase Reception will be held on October 18, 2021. The virtual showcase will be published to the web prior to the reception.

Dr. Hernandez provided an update to the Student Government Roundtable on October 5, 2021, and Family Weekend on October 8-9, 2021.

DMT:ta

Posted to web at <http://cabinet.president.txstate.edu/> on October 18, 2021.