

CULTURAL AND ECONOMIC LIFE OF THE COMMUNITY

UTB/TSC is truly a community university. The progress, health, and well-being of the campus go hand in hand with that of the community. A positive indicator of the mutual investment that the community and the university make in each other is the amount and extent of involvement by faculty, staff, and community members in committees, boards, and events.

NUMBER OF FACULTY AND STAFF WHO SERVE ON COMMUNITY BOARDS AND COMMITTEES

One important indicator of UTB/TSC's impact on the cultural and economic life of the community is the extent of involvement in the community by its faculty and staff.

According to departmental reports, 178 faculty and staff serve on 188 local boards and committees. This number is a substantial increase in faculty and staff involvement in our community when compared to 102 in the previous reporting period. The focus of this involvement includes: health, education, sports, social services, youth leadership programs, recreational, political groups, cultural, historical and community improvement.

A small sample of the committees and boards on which faculty and staff serve include: Brownsville Historical Museum, Diabetes Foundation, Good Neighborhood Settlement House, Parent and Teacher Association, Girl Scouts, Sombrero Festival, Texas Foundation on Volunteerism, Brownsville Jaycees and the BISD Chess Tournament.

NUMBER OF COMMUNITY AND BUSINESS PEOPLE WHO SERVE ON UTB/TSC ADVISORY BOARDS AND COMMITTEES

More than 200 community members from all walks of life serve on UTB/TSC's boards, committee and advisory groups. When compared to 150 in the previous reporting period, this number is a substantial

increase in the amount of involvement by community members in UTB/TSC. These volunteer community members play a key role in guiding the work of our community university.

Major leadership is provided by community members on key UTB/TSC boards and advisory committees including the TSC Board of Trustees, the UTB Development Board and the TSC Foundation, Inc.

Examples of other UTB/TSC committees and boards on which community members serve include:

- Accounting Technology Advisory Council
- Public Health Nursing Program Advisory Committee
- Business Affairs Partnership Committee
- Criminal Justice Advisory Board
- Enrollment Management Advisory Committee
- Institutional Effectiveness Partnership Committee
- International Business Advisory Committee
- Student Affairs Partnership Committee

FUTURES COMMISSION

The UTB/TSC Futures Commission was formed during fall 2003. More than 100 residents from Brownsville, Los Fresnos, South Padre Island, Port Isabel, Harlingen, and other communities have volunteered their time for this important effort. The Futures Commission, which also includes faculty, staff, and students, is charged with helping guide the University as it moves to its next level of excellence. The Commission is made up of six task forces of 30 to 50 people who will spend time helping our university leaders envision what the Community University of the future might look like in the year 2020.

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NUMBER OF FORMAL COLLABORATIVE EFFORTS BETWEEN UTB/TSC AND PUBLIC SCHOOLS, INDUSTRY AND BUSINESS, AND THE PUBLIC SECTOR

Building a strong and vibrant community university requires building partnerships and establishing collaborative efforts. The number of collaborations between UTB/TSC and the community has increased from 60 to 68 since the last reporting period. Examples of these collaborative efforts include the following:

- Americorps
- Farmworker Academy
- Hispanic Mother/Daughter
- Teacher Recruitment Program
- Urban Systematic Initiative
- TechPrep
- Student Outreach Support
- GEAR-UP
- COPCE
- Sabal Palms Writing Project

UTB/TSC CULTURAL EVENTS

A large and wide variety of cultural events are sponsored or supported by UTB/TSC. Events during the last year included art shows, music and dance recitals and theater productions. Performers ranged from local students to New York Broadway companies. These events were attended by approximately 20,000 people. Examples of each type of event that occurred include:

ART

- Nancy Slight One-Woman Show
- The Art Show of Adjunct Faculty
- The Senior Thesis Exhibits I and II

MUSIC

- Hradec Kralove, a Male Chorus of the Czech Republic
- Ruben Romero, guitarist
- Daniel Washington, baritone
- Martha Masters, guitarist

THEATRE

- La Ventana Theatre Group
- Frida Khalo Un Retablo

ARTS AND ENTERTAINMENT SEASON

The substantial increase in attendance at cultural events from the previous reporting year is due primarily to the introduction of the Arts and Entertainment Season at the Fort Brown Memorial Center. The TSC Board of Trustees views this season as an important contributor to fulfilling the cultural mission of UTB/TSC. The first year's season included eight events covering a wide spectrum of entertainment:

- Happy! (comedic act)
- La Bohème (opera)
- Frida Kahlo Un Retablo (theatre)
- Valley Symphony Orchestra
- Messiah 2002 (community choir)
- Franklin's Class Concert (children's theatre)
- Sleeping Beauty on Ice (ballet)
- Swing! (broadway play)



DID YOU KNOW?

- ★ *The number of Workforce Training and Continuing Education programs offered by UTB/TSC has quadrupled since 2000.*

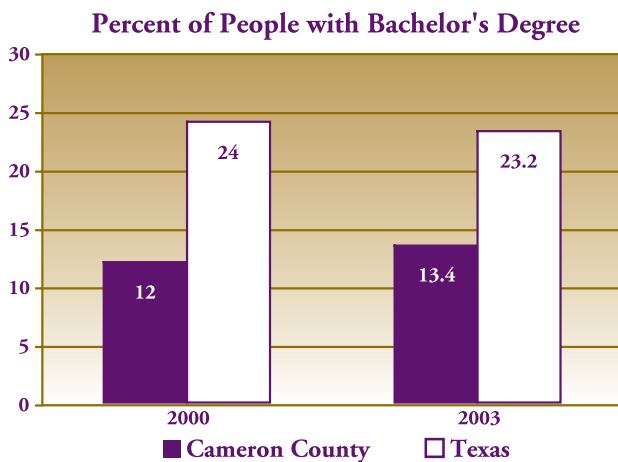
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THE ECONOMIC EFFECT OF THE UTB/TSC PARTNERSHIP ON THE LOCAL COMMUNITY

The positive impact that UTB/TSC has on the community is far reaching. One way to measure the economic impact of the community university is by the amount of its budgeted expenditures, including financial aid and capital projects. For this reporting period, the budgeted expenditures for UTB/TSC were approximately \$90 million. When the State Comptroller's economic multiplier of 3.32 is applied, it results in an overall economic impact of \$298.8 million.

Another important measure of the economic impact of the community university upon the community is its rate of return on human investment. While the knowledge and skills acquired by those who earn a certificate or degree from UTB/TSC has an impact on their quality of life, it also affects their earning power.

Texas trails the average of the 10 largest states as well as the national average in median household income. If the trend is not reversed, by the year 2030 the state will experience a \$30-40 billion per year loss in annual household income.



Source: * Updated 2000 U.S. Census.

According to the Texas Comptroller of Public Accounts, the median income for Texans with a bachelor's degree is \$20,000 more than for those with only a high school diploma. This added income has its own multiplier effect as housing, goods and services are purchased in the community by the degree holder.

RATIO OF COLLEGE DEGREES HELD BY THE LOCAL POPULATION

The report on the college graduation rate for the local population continues to be a good news/bad news story. The percent of the local population 25 years of age or older with a bachelor's degree has increased to 13.4 percent. This suggests that UTB/TSC continues to increase its graduation rate. The bad news is that our community continues to lag far behind the average graduation rate of the State of Texas, which is 23.2 percent. This reality makes UTB/TSC's mission even more urgent if we are to prepare a workforce with readiness for the 21st century.

DID YOU KNOW?

- ★ *UTB/TSC raised more than \$5.5 million in grants and contracts from federal, state and other sources in 2002-2003.*
- ★ *More than \$2 million in grants has been awarded or Public Health Nursing at UTB/TSC with \$1.1 million coming from the National Institutes of Health.*
- ★ *A program has been established to train nurses from Mexico with support from Mexican institutions and local hospitals. Through this program, student nurses begin their degree in a Mexican nursing school and complete it at UTB/TSC. This program will help address the acute shortage of nurses in the region.*