
AGENDA

UNIVERSITY OF HOUSTON SYSTEM ACADEMIC AND STUDENT SUCCESS COMMITTEE MEETING

DATE: Thursday, February 24, 2022

TIME: 10:45 AM

PLACE: Hilton University of Houston Hotel
Conrad Hilton Ballroom, Second Floor
4450 University Drive
Houston, TX 77204

<https://uh.edu/bor-live>

Chair: Durga D. Agrawal

Vice Chair: Beth Madison

Members: Alonzo Cantu
John A. McCall, Jr.
Ricky A. Raven
Derek M. Delgado – Non-voting
Tilman J. Fertitta, Ex Officio

I. Academic and Student Success Committee

Presenter: Chair Durga Agrawal

A. Call to Order

Presenter: Chair Durga Agrawal

B. Approval of Committee Minutes

- December 2, 2021 Academic and Student Success Committee Meeting

Action: Approval

Presenter: Chair Durga Agrawal

C. Approval of a Bachelor of Arts in Mexican American and Latino/a Applied Studies -University of Houston

3

Action: Approval

Presenter: Dr. Paula Myrick Short, Senior Vice Chancellor for Academic Affairs and Provost

D. Approval of Hilton College Name Change - University of Houston

7

Action: Approval
Dr. Paula Myrick Short, Senior Vice Chancellor for Academic Affairs and Provost

- E. Approval of Mission and Vision Statements-University of Houston-Downtown 9

Action: Approval
Presenter: Dr. Paula Myrick Short, Senior Vice Chancellor for Academic Affairs and Provost

- F. University of Houston 50-in 5 - University of Houston 12

Action: Information
Presenter: Dr. Paula Myrick Short, Senior Vice Chancellor for Academic Affairs and Provost

- G. Undergraduate recruitment strategies and tactics - University of Houston System 45

Action: Information
Presenter: Dr. Paula Myrick Short, Senior Vice Chancellor for Academic Affairs and Provost

II. **Executive Session**

Presenter: Chair Durga Agrawal

- A. 1. Consultation with System Attorney Regarding Legal Matters, and/or Contemplated Litigation or Settlement Offers.
Texas Gov't Code Section 551.071
2. Deliberations regarding the Purchase, Exchange, Sale or Value of Real Property.
Texas Gov't Code Section 551.072
3. Deliberation Regarding a Prospective Gift.
Texas Gov't Code Section 551.073
4. Personnel Matters Relating to appointment, Employment, Evaluation, Assignment, Duties, Discipline, or Dismissal of Officers or Employees including but not limited to the Chancellor, Presidents, Vice Chancellors, in the Division of Athletics and members of the Board of Regents.
Texas Gov't Code Section 551.074

III. **Report and Action from Executive Session**

Presenter: Chair Durga Agrawal

IV. **Adjourn**

**UNIVERSITY OF HOUSTON SYSTEM
BOARD OF REGENTS AGENDA**

COMMITTEE: Academic and Student Success

ITEM: Approval of Bachelor of Arts in Mexican American and Latino/a Applied Studies

DATE PREVIOUSLY SUBMITTED:

SUMMARY:

The University of Houston requests approval to establish a Bachelor of Arts in Mexican American and Latino/a Applied Studies. The proposed multidisciplinary degree program focuses on the experiences and contributions of the Latino community in the U.S. Students will explore a variety of perspectives of predominant Latino sub-groups, as well as pursue tracks in enterprise applications, quantitative methods, and public policy to better prepare them for successful incorporation into the labor market or graduate and professional schools. Over the past five years, demand for bilingual workers in the U.S. more than doubled, including low and high skilled positions, particularly in Texas. Labor demand for multicultural and bilingual employees is particularly high in industries whose business model involves a higher than average human interaction. Only the University of Texas System offers a major in Mexican American and Latina/o studies (e.g., UT-Austin, UT-Rio Grande Valley, and UT-San Antonio). Other various institutions, such as UH Downtown, offer related minors, concentrations and certificates, but not full programs. The program expects to generate revenue in its second year.

SUPPORTING

DOCUMENTATION: Program Description and Financial Pro Forma

FISCAL NOTE: None

**RECOMMENDATION/
ACTION REQUESTED:** Administration recommends approval of this item

COMPONENT: University of Houston

Renu Khator

PRESIDENT Renu Khator

Paula Myrick Short

SENIOR VICE CHANCELLOR Paula Myrick Short

Renu Khator

CHANCELLOR Renu Khator

2/17/2022

DATE

2-1-2022

DATE

2/17/2022

DATE

BACHELOR OF ARTS IN MEXICAN AMERICAN AND LATINO/A APPLIED STUDIES UNIVERSITY OF HOUSTON

Congruence with System Goals and University Mission

The Houston Metropolitan Area is home to the largest Hispanic/Latino community in Texas and the third largest community in the nation. The University of Houston is the second most ethnically diverse major research university and one of only five, Tier One public research Hispanic-Serving Institutions. The mission of the University of Houston is to offer nationally competitive and internationally recognized opportunities for learning, discovery, and engagement to a diverse population of students in a real-world setting. The proposed program will help advance the mission of the University by providing students a comprehensive skill set to succeed in a multicultural economy that requires not only applied tools but cultural-competent tools that will make them more likely to succeed in the labor market and society.

Program Description

The proposed degree is 120 semester credit hours focusing on the experience and contributions of Latinos and Latinas in the United States. Students will be provided with a variety of perspectives of predominant Latino sub-groups, such as Mexican Americans, Cuban Americans, Puerto Ricans as well as sub-groups from Central America, South America, and the Caribbean in relation to key elements for the formation of U.S. society, such as politics, the economy, education, and the arts. The proposed program will also offer some tracks in enterprise applications, quantitative methods, public policy, and Latino/a cultural studies to better prepare students for their successful incorporation into the labor market or graduate and professional school. Required courses concentrate on providing the student with a broader emphasis on substantive and applied tools that the labor market values, especially given the region's multicultural economic structure, and use their knowledge to a concrete application through the capstone project.

Student and Job Market Demand

A survey among Latino/Hispanic students at the University of Houston indicates that 29% of students have taken courses focused on Latino/Hispanics, while 29% have not yet done so. An overwhelming majority of students surveyed (88%) agreed that UH should offer a major in Mexican American and Latino/a Applied Studies given that UH is a Hispanic Serving Institution. With the rapidly rising number of Latino students at every level of education, it will be necessary to formulate curricula to better educate all students about the history, language, and culture of a population group that is important to the economy and success of Texas and the United States.

The proposed program provides an in-depth multi and interdisciplinary focus on the experience and contribution of Latinos in the United States. The required courses concentrate on providing students with a broader emphasis on substantive and applied tools that the labor market values, especially given the region's multicultural economic structure, and use their knowledge to a concrete application through the capstone project.

Students today and increasingly in the future will live and work in highly diverse environments. Over the past five years, demand for bilingual workers in the US more than doubled, including low and high skilled positions, particularly in Texas where the demand is higher than would be expected based on the state's share of the working-age population. Labor demand for multicultural and bilingual workers is particularly high in industries whose business model

BACHELOR OF ARTS IN MEXICAN AMERICAN AND LATINO/A APPLIED STUDIES UNIVERSITY OF HOUSTON

involves a higher than average human interaction. According to the Texas Workforce Commission, the Texas economy is continuing its shift toward “knowledge-based jobs” in the business and professional sector coupled with the rapid population growth in Texas, primarily driven by Hispanics, which increases the labor demand across many industries. Companies across the Houston region have increased their diversity initiatives by not only hiring underrepresented groups but emphasizing hiring of professionals that possess not only the right academic tools and credentials but are also culturally-competent professionals realizing the net benefit of having different backgrounds, different perspectives, and better outcomes.

Program Duplication

Currently, there is no duplication with other academic programs in the UH System. In Texas, the University of Texas system offers a Major in Mexican American and Latina/o studies (e.g., UT-Austin, UT-Rio Grande Valley, UT-San Antonio). Texas A&M and UT-Arlington offers a minor in Latina/o and Mexican American Studies, University of North Texas offers a certificate in Latina/o and Mexican American Studies and as a concentration for the BA/BS in Integrative Studies, while Texas Tech offers a minor in Mexican American and Latina/o studies and University of Houston Downtown offers a Latino Studies Concentration. The University of Houston is the only urban, Tier One, and Hispanic Serving Institution that does not offer a major in Mexican American and Latino/a Applied studies.

Faculty Resources

Currently, the Center for Mexican American and Latino Studies (CMALS) has two full-time faculty members, a visiting scholar, four lecturers, and affiliated Faculty who have been teaching some courses for the minor in Mexican American Studies. Given the interdisciplinary nature of the proposed program, CMALS has sought approval from Bauer, Political Science, Sociology, and Economics to list their courses as part of the proposed Major. Future faculty recruitment will be based on the College annual Faculty Hiring Plan.

State or National Need

By 2022 Hispanics’ purchasing power in Houston will increase from \$54 billion to 80 billion dollars, representing more than 25% of the region’s spending. At the state level, Hispanic buying power will increase by almost 30% from \$284 billion in 2017 to \$367 billion in 2022. Moreover, the number of Hispanic entrepreneurs in the region outnumbers all demographic groups 2-to-1, and Hispanic-owned small businesses represent more than 42% of the small business in the region. Today, the Texas economy is a multicultural economy where more than 30% of the population speak Spanish at Home. Given Houston’s geographic location and continuous diversifying economy, away from oil and gas, UH is strategically positioned to become the leader in program innovation and delivery by designing a major that aimed at graduating culturally-competent and knowledge students ready to transition to the labor market.

PRO FORMA FOR BA in MEXICAN AMERICAN AND LATINO/A APPLIED STUDIES

FY2022		Operating Years					Five year totals			
Year 0	FY2022	FY2023	FY2024	FY2025	FY2026					
Enrollments		Fall21	Fall22	Fall23	Fall24	Fall25				
Cohort 1	20	18	16	15						
Cohort 2		25	23	21	19					
Cohort 3			35	33	31					
Cohort 4				50	48					
Cohort 5					60					
Cohort 6										
Total	20	43	74	118	158		414			
Expenses										
Faculty (9 month)		Salary	% effort	Year 0	FY2022	FY2023	FY2024	FY2025	FY2026	
Pamela Quiroz	169,466	20%		33,893	34,571	35,262	35,968	36,687		
Jeronimo Cortina	91,546	50%		45,773	46,689	47,622	48,575	49,546		
Visiting Scholar	65,000	30%		19,500	19,890	20,288	20,694	21,107		
Adjuncts	18,000	100%		18,000	18,360	18,727	19,102	19,484		
Adjuncts	6,000	100%		6,000	6,120	6,242	6,367	6,495		
Adjuncts	6,000	100%		6,000	6,120	6,242	6,367	6,495		
Adjuncts	6,000	100%		6,000	6,120	6,242	6,367	6,495		
Adjuncts	6,000	100%		6,000	6,120	6,242	6,367	6,495		
Summer Adjuncts	6,000	100%		6,000	6,120	6,242	6,367	6,495		
Summer Adjuncts	6,000	100%		6,000	6,120	6,242	6,367	6,495		
Subtotal	380,012	1400%	-	153,166	156,230	159,354	162,541	165,792		797,084
Faculty FTE				2.3	2.3	2.3	2.3	2.3		
Staff (12 month)										
Jessica Thiam DBA	54,474	20%		10,895	11,113	11,335	11,562	11,793		
Christine Cortez Financial Coordinator	38,002	20%		7,600	7,752	7,907	8,066	8,227		
Danielle Steber Administrative Coordinator	35,705	20%		7,141	7,284	7,429	7,578	7,730		
Sarah Cantu Communications Coordinator	43,074	20%		8,615	8,787	8,963	9,142	9,325		
Position 5				-	-	-	-	-		
Position 6				-	-	-	-	-		
Position 7				-	-	-	-	-		
Subtotal	171,255	80%	-	34,251	34,936	35,635	36,347	37,074		178,243
Staff FTE				0.8	0.8	0.8	0.8	0.8		
Total Salaries			-	187,417	191,166	194,989	198,889	202,867		
Benefits @ 20.5%			-	38,421	39,189	39,973	40,772	41,588		199,942
Total Personnel			-	225,838	230,355	234,962	239,661	244,454		1,175,269
Non-Personnel										
Marketing/Recruiting			5,000	5,000	5,000	5,000	5,000	5,000		
Scholarships & Tuition Assistantships					-	-	-	-		
Annual maintenance & operations					-	-	-	-		
Library and Information Technology					-	-	-	-		
Accreditation					-	-	-	-		
Facilities					-	-	-	-		
Laboratory and other equipment					-	-	-	-		
Other					-	-	-	-		
Total Non-Personnel			5,000	5,000	5,000	5,000	5,000	5,000		30,000
Allocated to university operations	10%			18,367	39,490	68,701	109,418	147,095		383,070
Total Annual Expense			\$ 5,000	\$ 249,205	\$ 274,844	\$ 308,663	\$ 354,079	\$ 396,549		1,588,340
Revenue										
Formula Funding Generated				-	-	64,339	64,339	183,540		312,219
Statutory Tuition Applied to Formula				-	-	(57,600)	(57,600)	(164,315)		
Subtotal: State General Revenue				-	-	6,739	6,739	19,225		
UH Tuition and Fees				205,476	441,773	761,032	1,216,527	1,624,057		4,248,865
Allocated to set aside per student				(21,804)	(46,878)	(80,756)	(129,091)	(172,335)		
Total Revenue from Enrollment				183,672	394,895	687,015	1,094,176	1,470,947		3,830,704
Philanthropy and other External Revenue				-	-	-	-	-		
Net Revenue				183,672	394,895	687,015	1,094,176	1,470,947		3,830,704
Net Annual Gain/(Loss)			(5,000)	\$ (65,533)	\$ 120,051	\$ 378,352	\$ 740,097	\$ 1,074,398		2,242,365
Cumulative Gain/(Loss)			(5,000)	\$ (70,533)	\$ 49,518	\$ 427,870	\$ 1,167,967	\$ 2,242,365		

UNIVERSITY OF HOUSTON SYSTEM
BOARD OF REGENTS AGENDA

COMMITTEE: Academic and Student Success

ITEM: Approval of Hilton College Name Change

DATE PREVIOUSLY SUBMITTED:

SUMMARY:

The University of Houston requests approval to change the name of the Conrad N. Hilton College of Hotel and Restaurant Management to the Conrad N. Hilton College of Global Hospitality Leadership.

SUPPORTING

DOCUMENTATION: Name Change Description and Justification

FISCAL NOTE: None

RECOMMENDATION/
ACTION REQUESTED: Administration recommends approval of this item

COMPONENT: University of Houston

Renu Khator
PRESIDENT Renu Khator

2/17/2022
DATE

Paula Myrick Short
SENIOR VICE CHANCELLOR Paula Myrick Short

2/11/2022
DATE

Renu Khator
CHANCELLOR Renu Khator

2/17/2022
DATE

Conrad N. Hilton College Name Change University of Houston

The University of Houston Conrad N. Hilton College of Hotel and Restaurant Management is requesting to change the name of the College to the Conrad N. Hilton College of Global Hospitality Leadership.

Rationale/Justification

The Conrad N. Hilton College's current name no longer describes who they are. To explore renaming the College, they hired a market-research firm. The project was externally funded by an anonymous donor. The firm's name recommendation was data driven and included more than 30 face-to-face interviews and 350 surveys targeting faculty, staff, alumni, students, industry partners, and hospitality deans and directors from around the world; the project spanned eight months. The next year was spent getting the various approvals, including a unanimous vote from the Hilton College faculty, approval from the Conrad Hilton Foundation, and internal approvals from the University of Houston faculty committees.

This is a game changer for the College.

UNIVERSITY OF HOUSTON SYSTEM
BOARD OF REGENTS AGENDA

COMMITTEE: Academic and Student Success

ITEM: Approval of Mission and Vision Statements

DATE PREVIOUSLY SUBMITTED:

SUMMARY:

The University of Houston-Downtown requests approval to the amendments made to their Mission and Vision Statements.

SUPPORTING

DOCUMENTATION: Revised Mission and Vision Statements

FISCAL NOTE: None

RECOMMENDATION/
ACTION REQUESTED: Administration recommends approval of this item

COMPONENT: University of Houston-Downtown

PRESIDENT

Loren J. Blanchard

DATE

SENIOR VICE CHANCELLOR

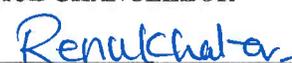
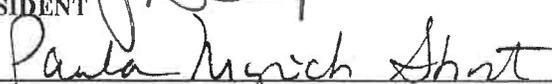
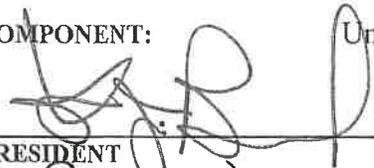
Paula Myrick Short

DATE

CHANCELLOR

Renu Khator

DATE



2/7/2022

2-1-2022

2/17/2022

University of Houston-Downtown



PROPOSED MISSION & VISION STATEMENTS

FEBRUARY 24, 2022

Proposed Mission Statement

The University of Houston-Downtown is a diverse community of faculty, staff, students, and regional partners dedicated to nurturing talent, generating knowledge, and driving socioeconomic mobility for a just and sustainable future.

Proposed Vision Statement

The University of Houston-Downtown will be an inclusive university that contributes to the region's intellectual, cultural, and social growth by serving as a university of choice for Houstonians seeking to impact their communities.

**UNIVERSITY OF HOUSTON SYSTEM
BOARD OF REGENTS AGENDA**

COMMITTEE: Academic and Student Success
ITEM: University of Houston 50-in-5 Presentation
DATE PREVIOUSLY SUBMITTED:

SUMMARY:

Dr. Paula Myrick Short, Senior Vice Chancellor/Senior Vice President for Academic Affairs and Provost; and Dr. Amr Elnashai, Vice Chancellor/Vice President for Research and Technology Transfer, will present on the 50-in-5 initiative, a university-wide program focused on increasing our research and scholarly output 50 percent by 2023.

SUPPORTING DOCUMENTATION: PowerPoint Presentation
FISCAL NOTE: None
**RECOMMENDATION/
ACTION REQUESTED:** Information
COMPONENT: University of Houston

Renu Khator
PRESIDENT Renu Khator
Paula Myrick Short
SENIOR VICE CHANCELLOR Paula Myrick Short
Renu Khator
CHANCELLOR Renu Khator

2/17/2022
DATE
2-1-2022
DATE
2/17/2022
DATE

UNIVERSITY of
HOUSTON

505
IN

OFFICE OF THE PROVOST | DIVISION OF RESEARCH

PAULA MYRICK SHORT

Senior Vice Chancellor for Academic Affairs, UH System

Senior Vice President for Academic Affairs and Provost, UH

AMR ELNASHAI

Vice Chancellor for Research and Technology Transfer, UH System

Vice President for Research and Technology Transfer, UH

↑ What is 50-in-5?

- Ambitious program that focuses on increasing everything related to UH's research efforts and scholarly output by 50 percent in 5 years
- Publications, citations, awards, casebooks, cited performances and research expenditures
- We are doubling the number of our national research centers from 5 to 10. UH currently leads 8 national research centers, with 3 added since the launch of 50-in-5



↑ How does UH benefit?



Gives greater visibility from publications, citations and research



Bolsters reputation and enhances reputational components of our ranking



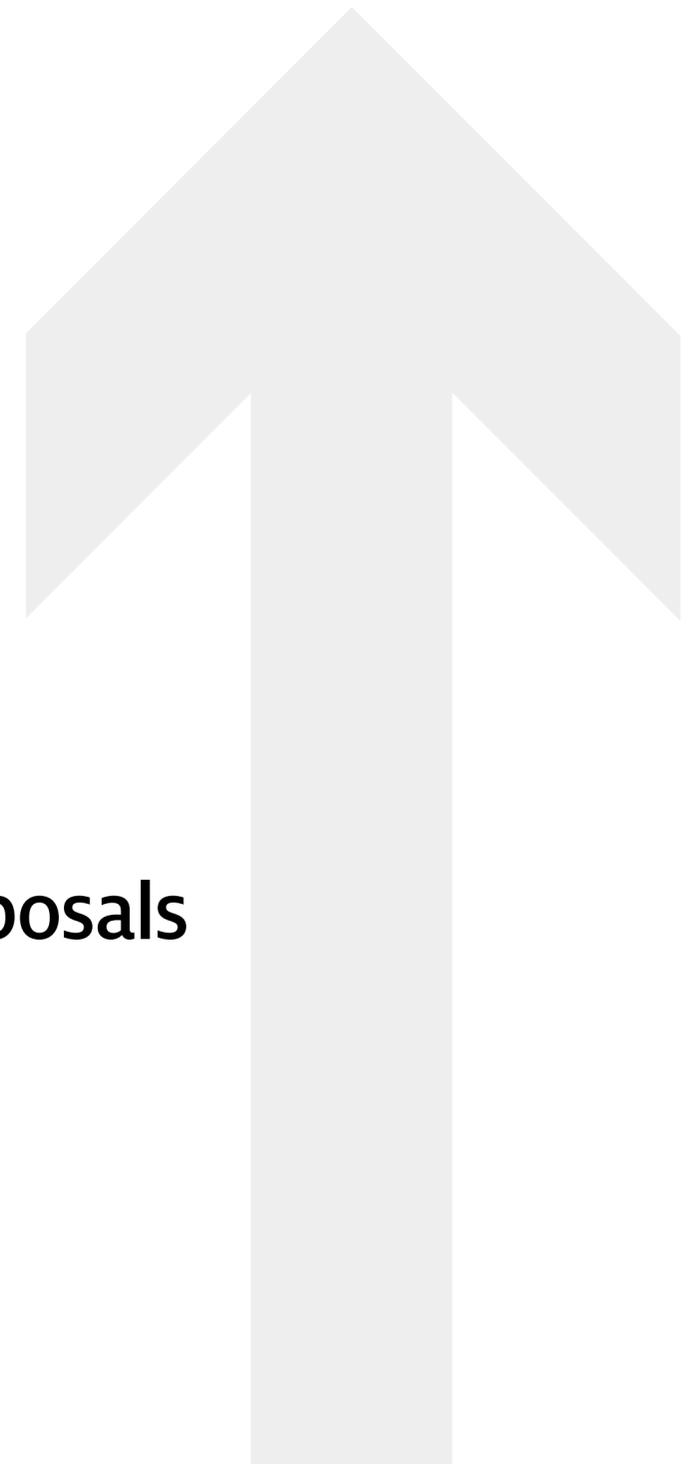
Supports UH Strategic Plan, “Together We Rise, Together We Soar,” goal for research preeminence and top 50 public research university





↑ How do we increase scholarly output?

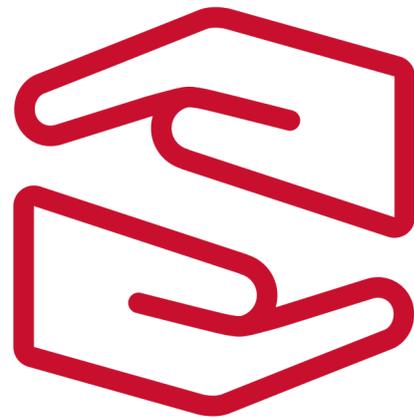
- 1** Invest in Infrastructure
- 2** Invest in Critical Areas
- 3** Increase & Enhance Proposals



↑ What are the investments?

Faculty Programs
Allocated: **\$15.5 M**

- National Centers Planning
- Chancellor's Technology Bridging Fund
- Seed Research Funds
- Lab Renovation Grants
- UH-BCM Initiative
- Bridge Funding
- Equipment
- Excellence in Research and Scholarship
- New Faculty Research
- Small Grants



UH Preeminence
Support: **\$35.1 M**

- Corporate Research Infrastructure
- Chancellor's Technology Bridging Fund
- Equipment & Seed Grants
- Defense Research Infrastructure
- New Institute
- Startup Funds
- GURI Match
- Proposal Match
- DC Lobbying
- Proposal Coordination

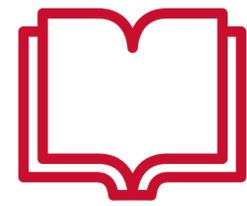




↑ Faculty Recognition Categories



Publications



National Awards & Books



Major Awards



Patents



↑ Year 1–3 Scholars Since 2018

 **122** National Awards & Recognition

 **152** High-Impact Publications

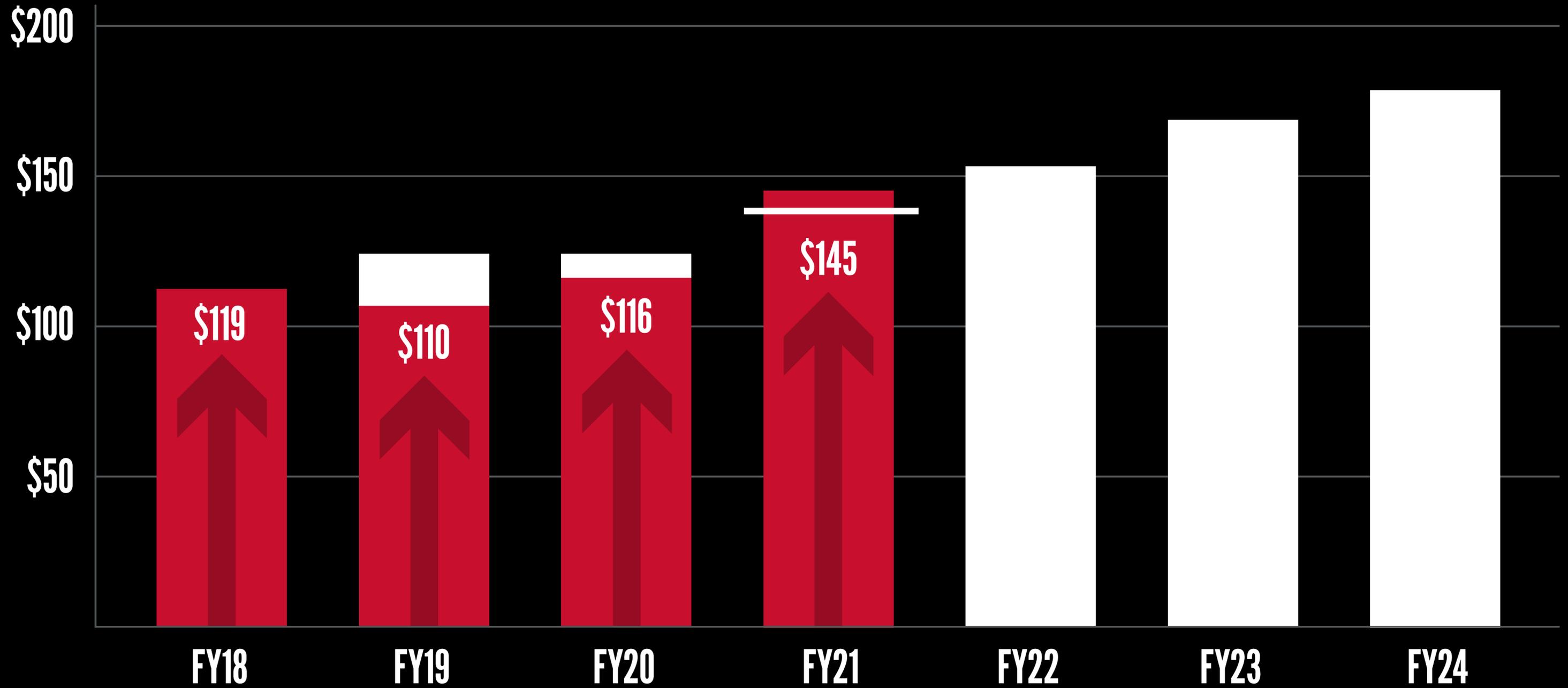
 **175** Major Grants

 **91** Patents

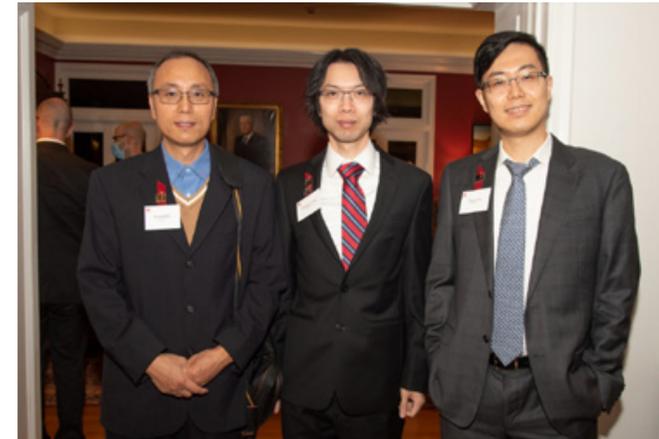


↑ Total Amount of Funds Awarded in Millions

ACTUAL GOAL

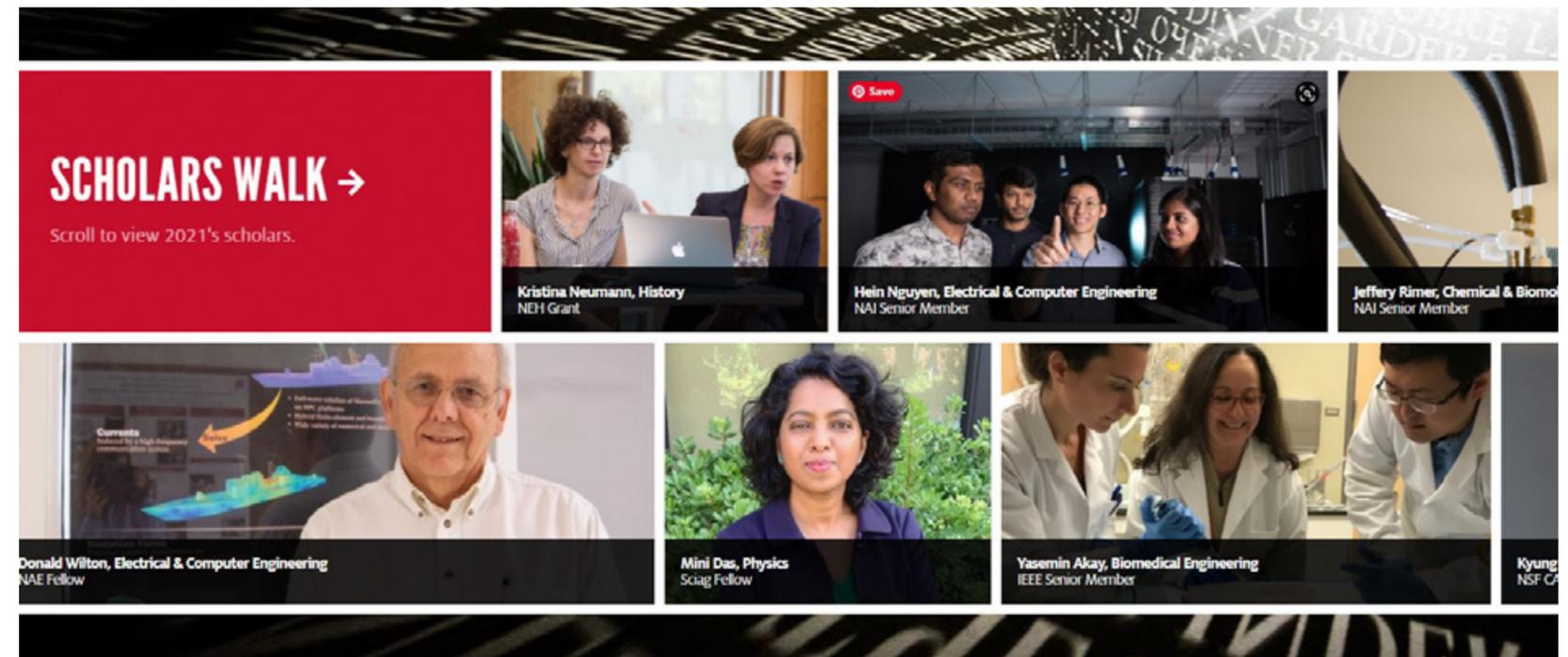


↑ Celebration Events



↑ Scholar's Walk

- UH's first electronic art installation
- Sponsored by the Office of the Provost and Division of Research
- Funding approved, completion by Summer 2022
- Online Scholar's Walk launched in Fall 2021



↑ 50-in-5 Scholars: Presenters



**David A. Berntsen, O.D.,
Ph.D., FAAO**
Optometry

*Multifocal Contact Lenses
to Slow Myopia in Children*



Therese A. Kosten, Ph.D.
Psychology

*Development of Vaccines
for the Treatment of
Opioid Use Disorder*



Ezemenari Obasi, Ph.D.
Psychological, Health and
Learning Sciences

*HEALTH Center for Addictions
Research and Cancer Prevention*



Multifocal Contact Lenses to Slow Myopia in Children

Dr. David A. Berntsen



↑ Myopia (Nearsightedness) Increasing Globally

2000: 22% (1.4 billion people)

2020: 34% (2.6 billion people)

2050: 50% (4.8 billion people)

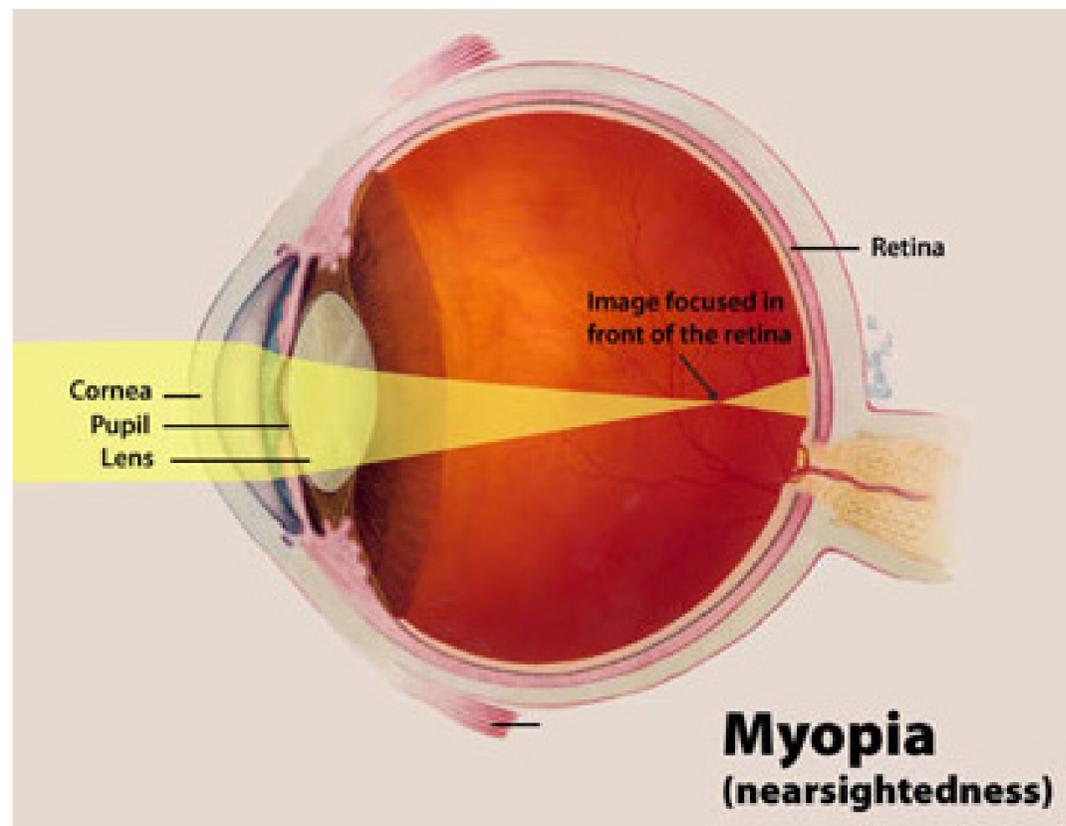


Image credit: medialibrary.nei.nih.gov

Estimate of global lost productivity:

2015: \$250 billion USD

Increased risk of eye disease later in life as myopia increases, such as:



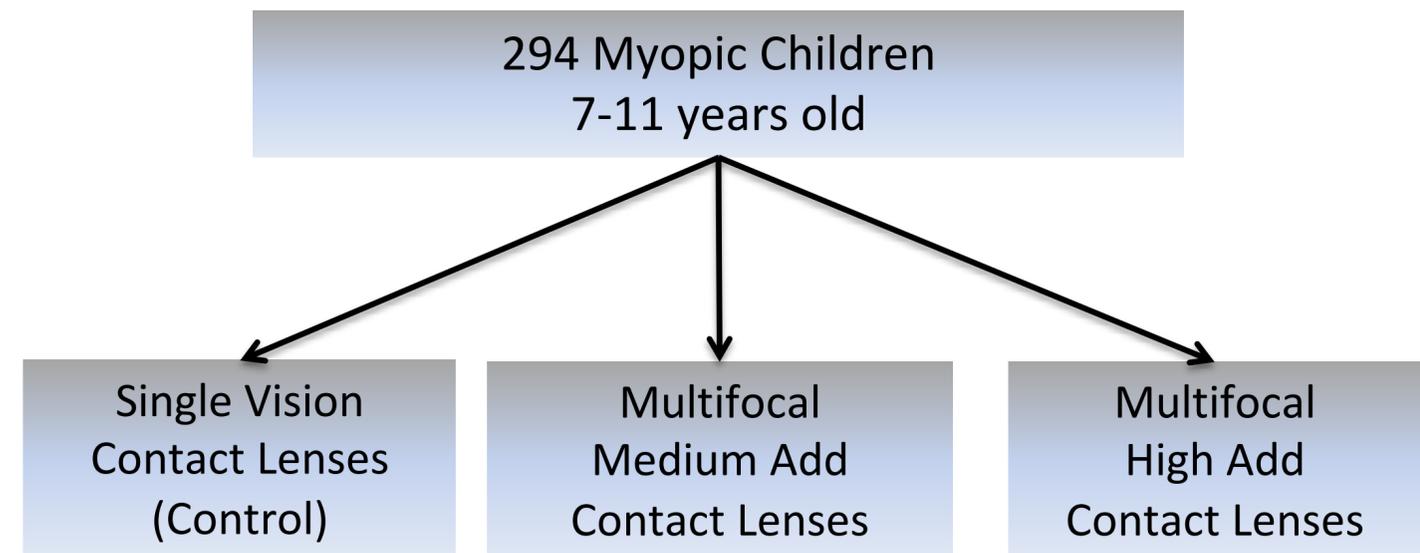
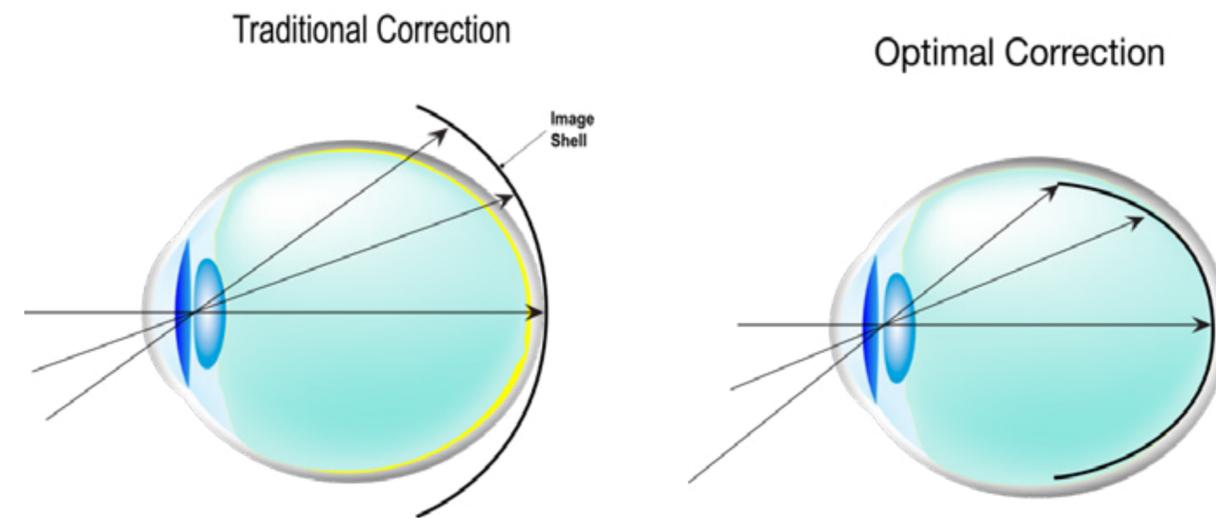
Myopic Macular Degeneration



Glaucoma

↑ Bifocal Lenses in Nearsighted Kids (BLINK) Study

Funded by National Eye Institute, National Institutes of Health

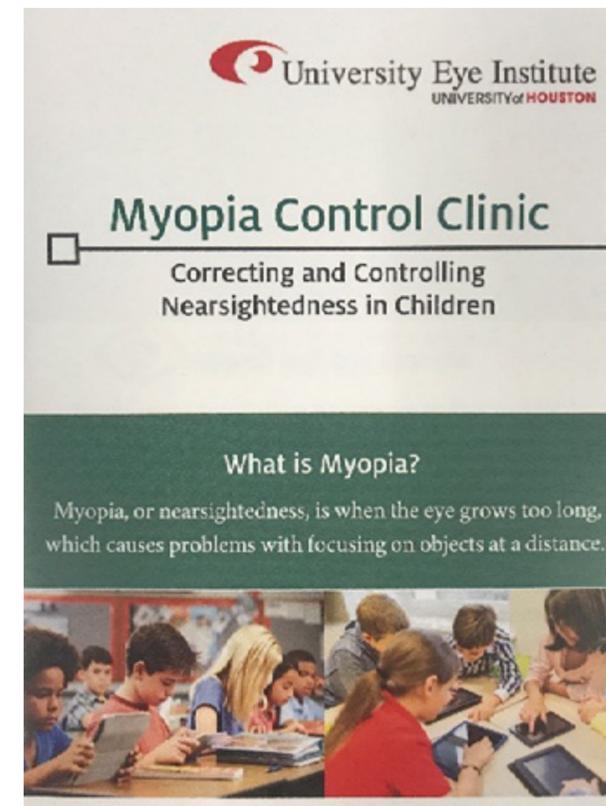
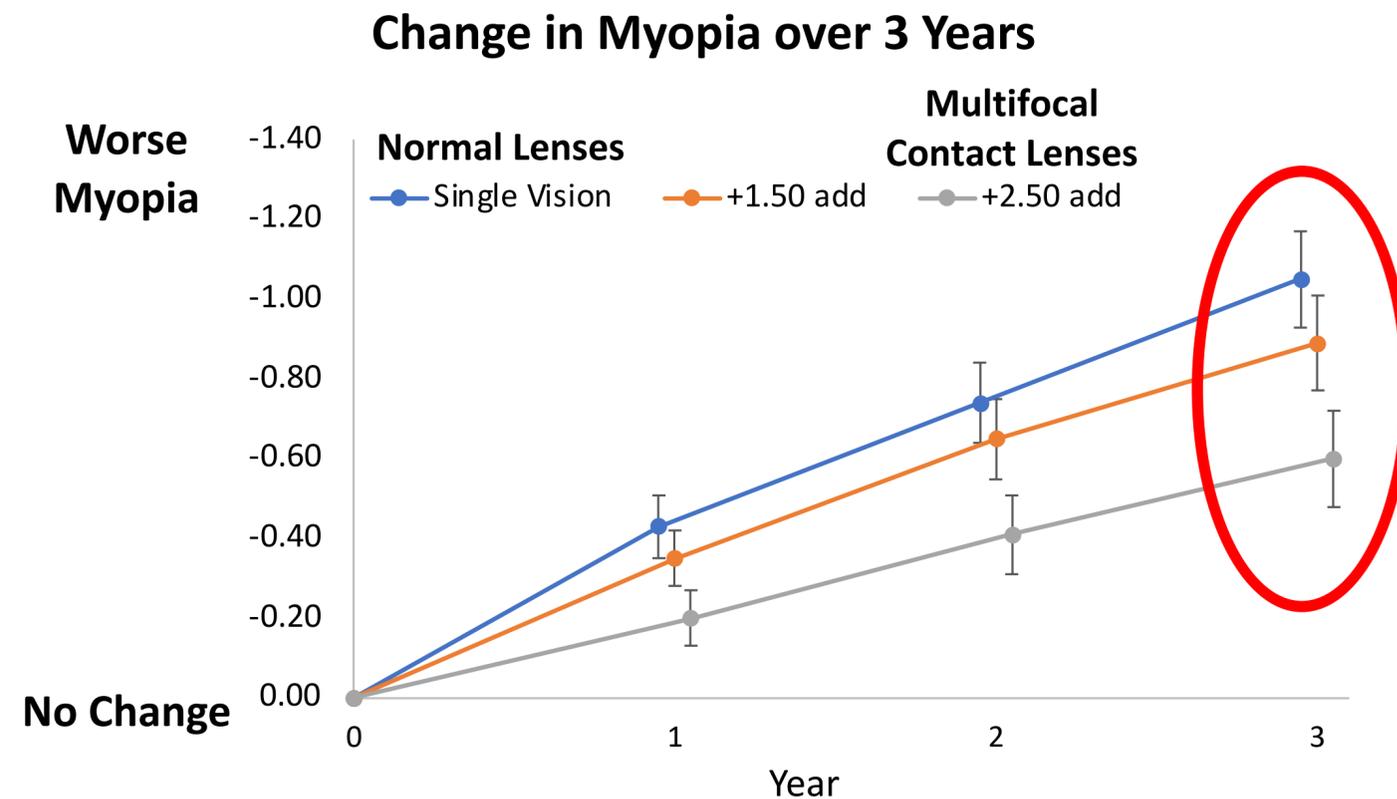


↑ **JAMA: Journal of the American Medical Association**

Effect of High Add Power, Medium Add Power or Single-Vision Contact Lenses on Myopia Progression in Children

The BLINK Randomized Clinical Trial

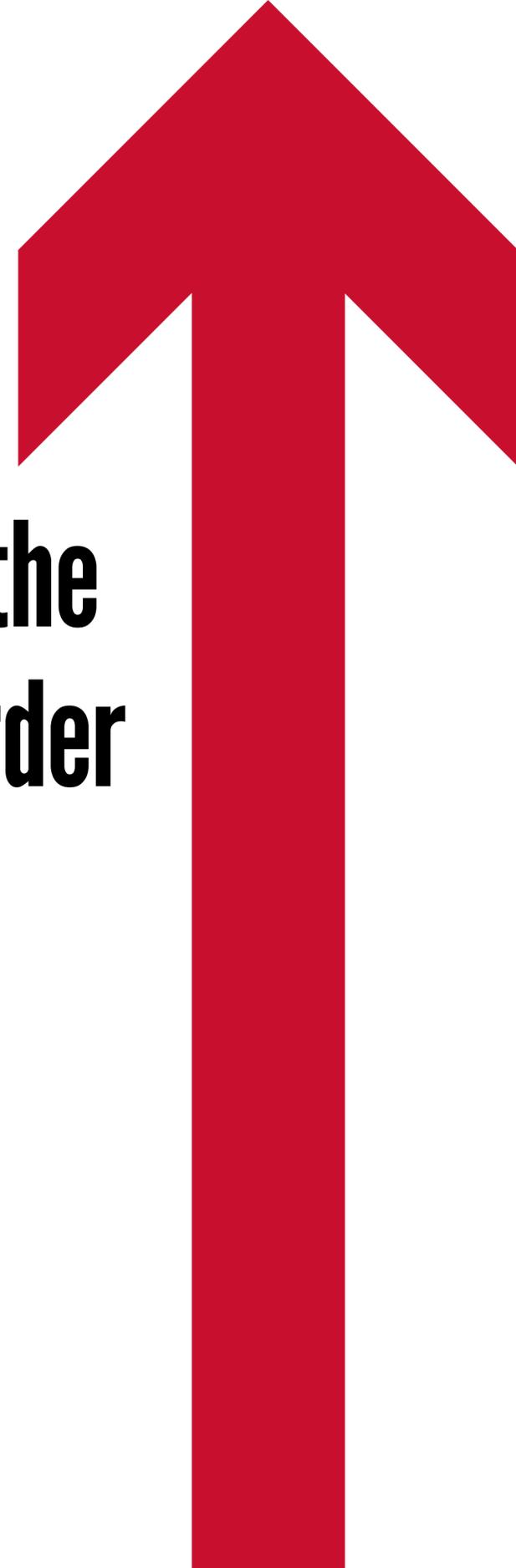
Jeffrey J. Walline, OD, Ph.D.; Maria K. Walker, OD, Ph.D.; Donald O. Mutti, OD, Ph.D., Lisa A. Jones-Jordan, Ph.D.; Lorraine T. Sinnott, Ph.D.; Amber Gaume Giannoni, OD; Katherine M. Bickle, OD, MS; Krystal L. Schulle, OD; Alex Nixon, OD, MS, Gilbert E. Pierce, OD, Ph.D.; David A. Berntsen, OD, Ph.D.; for the BLINK Study Group





Development of Vaccines for the Treatment of Opioid Use Disorder

Dr. Therese A. Kosten

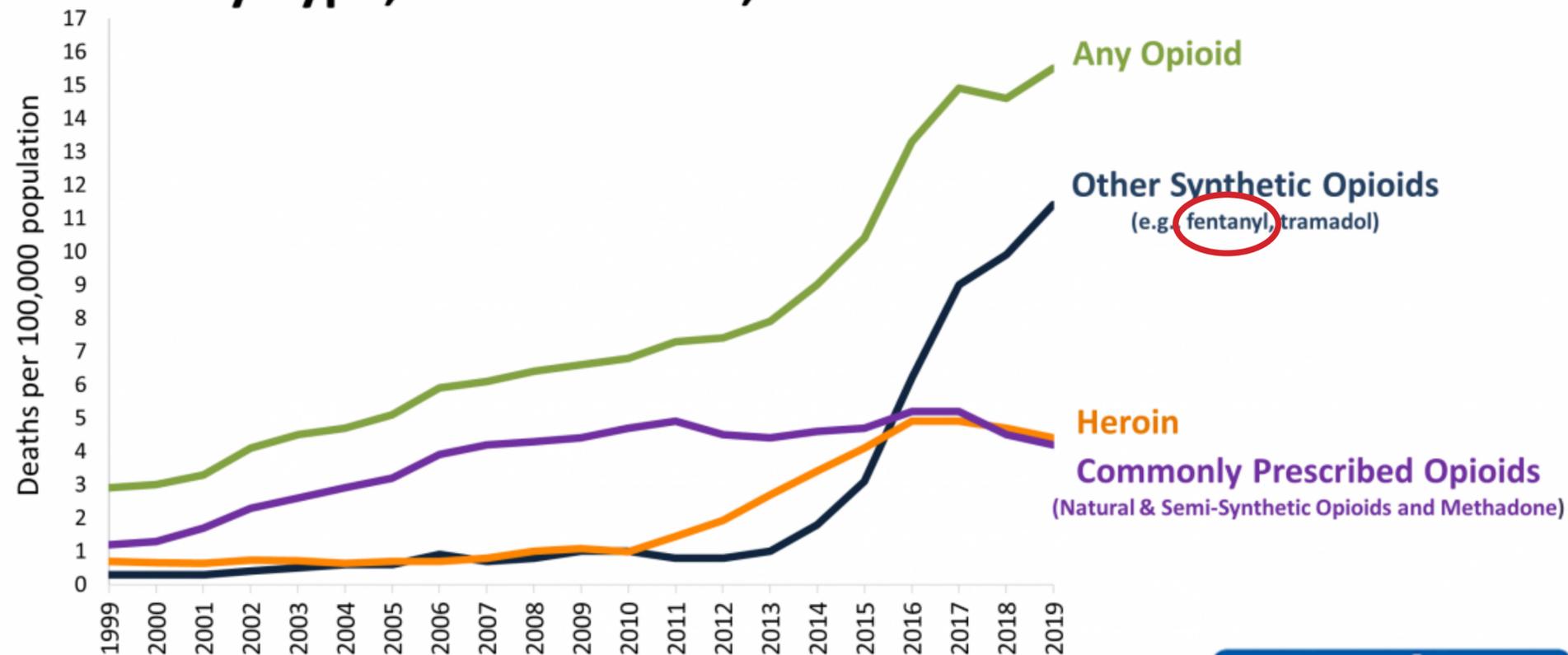


↑ Opioid Overdose Epidemic

Model¹ estimates 1,220,000 fatal opioid overdoses will occur in the U.S. from 2020 to 2029

¹The Stanford-Lancet Commission on the North American Opioid Crisis
<https://www.medpagetoday.com/psychiatry/addictions/96994>

Overdose Death Rates Involving Opioids, by Type, United States, 1999-2019



SOURCE: CDC/NCHS, National Vital Statistics System, Mortality. CDC WONDER, Atlanta, GA: US Department of Health and Human Services, CDC; 2020. <https://wonder.cdc.gov/>.



↑ How Fentanyl Contributes to the Opioid Crisis

- Potent; easy to make and conceal
- Sold on the internet as counterfeit or knock-off pills
- Drug dealers add fentanyl to other “street drugs”
- Narcan (naloxone) is much less effective in reversing fentanyl overdose



Don't be faked out.



Knock-off pills sold on the street or online contain the deadly substance

fentanyl.

Be ready to help your friends.

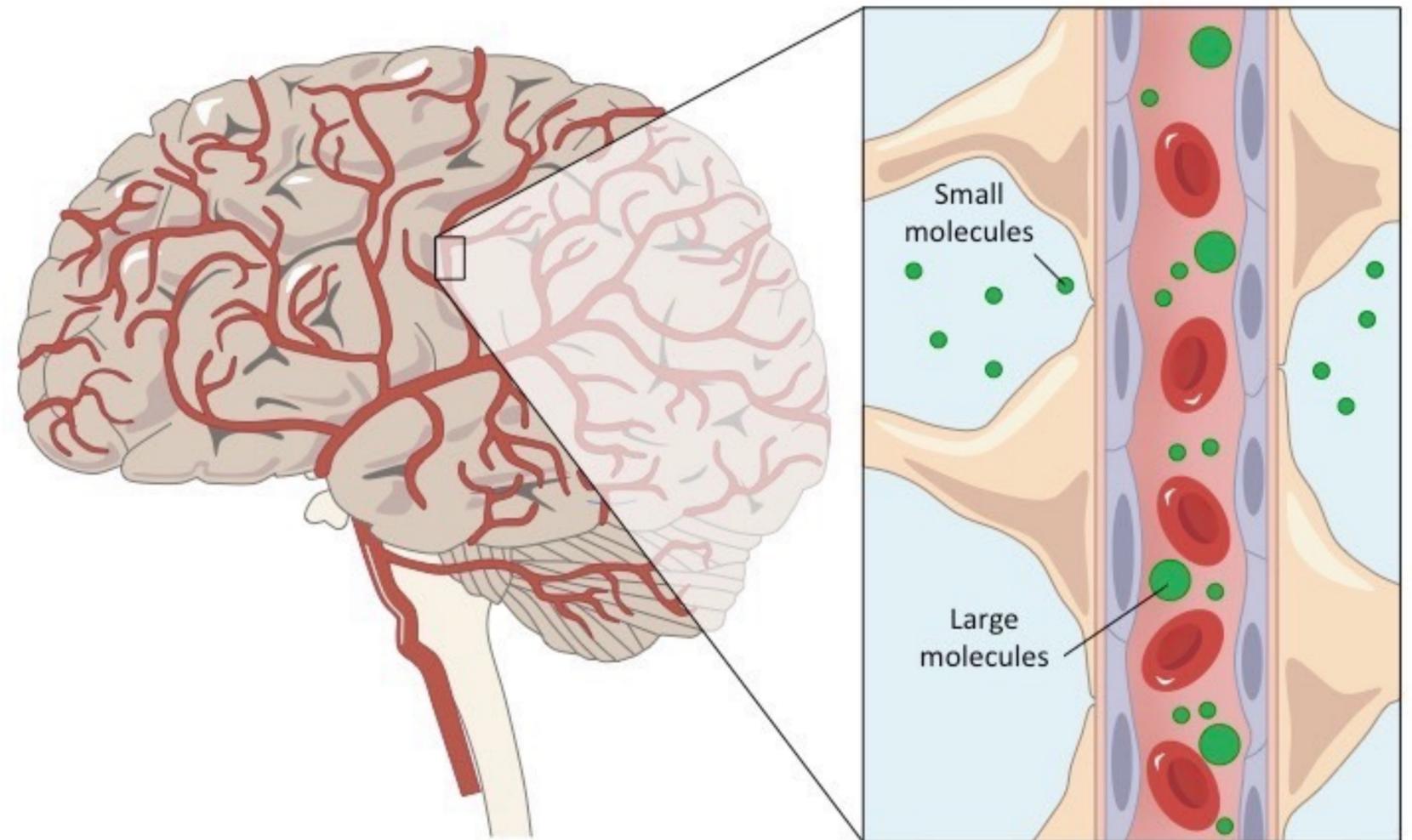
Encourage them not to use "Oxycodone" or "Percocet" pills. Pills not obtained from a pharmacy are fake and contain fentanyl.



Public Health
Seattle & King County

↑ Problems with Traditional Approach to Medications for Fentanyl Use

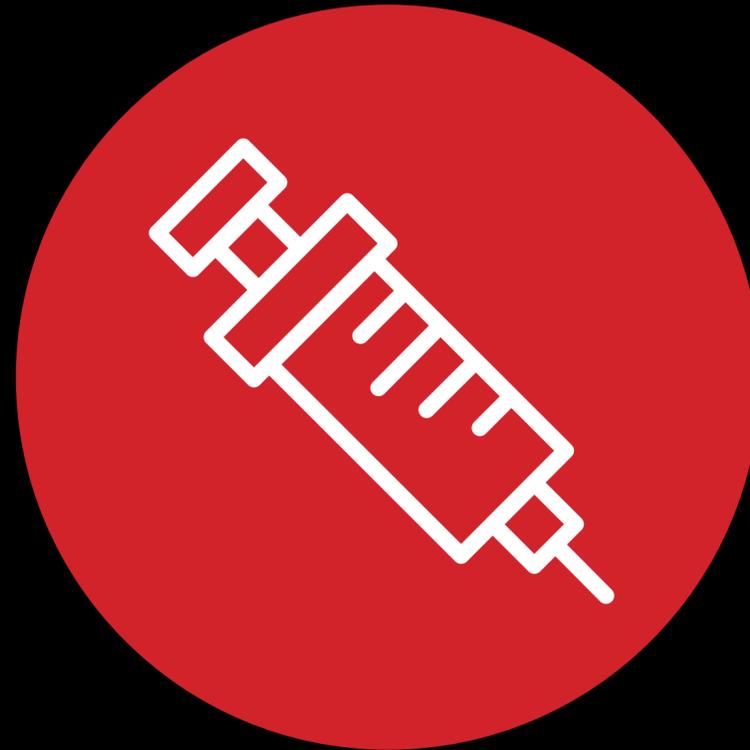
- There are no effective FDA-approved medications
- Many medications tested are aversive; thus, people do not want to take them
- Medications may be abused and diverted to be sold on the street



↑ Goals and Impact of Our Vaccine Research



Produce an effective
treatment for fentanyl
use disorder



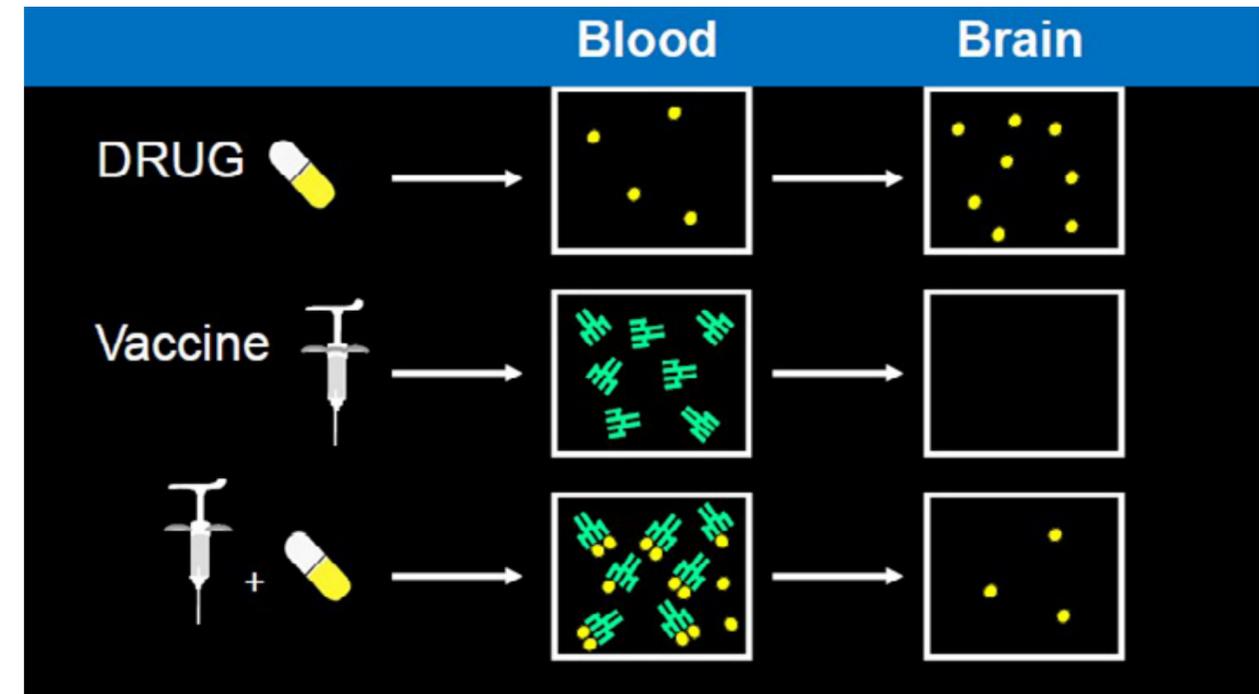
Create an intervention
for fentanyl overdose



Dramatically reduce
overdose deaths

↑ Why an Anti-Fentanyl Vaccine?

- Approach is a “game-changer”
- Small molecules like fentanyl enter the brain quickly to induce rewarding effects
- Antibodies attach to the small fentanyl molecules to turn them into large molecules that cannot cross into the brain
- This blocks fentanyl’s rewarding and adverse physiological effects



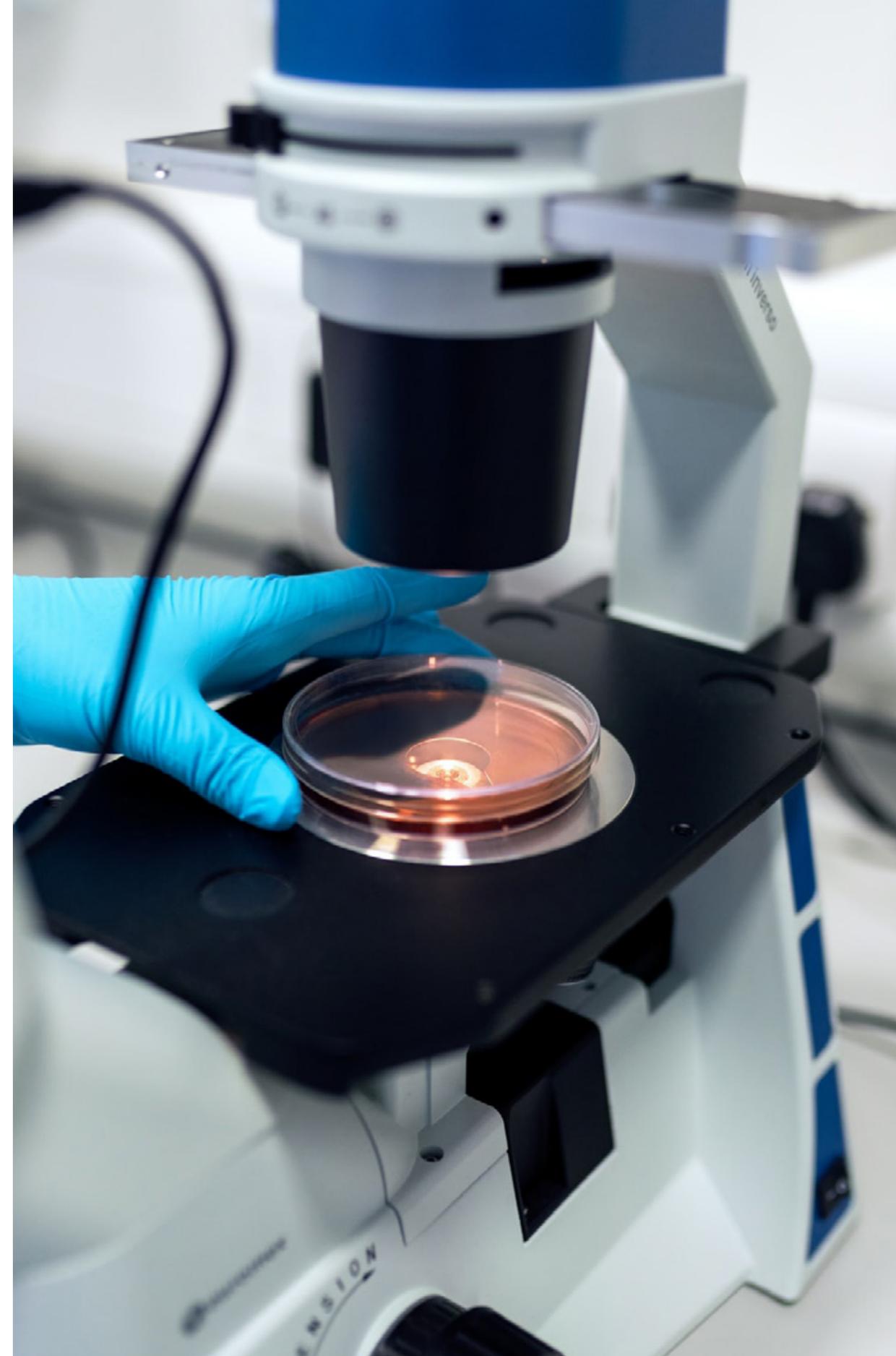


↑ Approach to Vaccine Research

- **Create the anti-fentanyl vaccine**
 - Need to chemically alter fentanyl to induce an antibody response
 - Add an immune system “booster”
- **Tests in animals**
 - Does it induce anti-fentanyl antibodies? **Yes**
 - Does it block fentanyl effects? **Yes**
 - Is it toxic? (studies for FDA approval) ?
- **Tests in humans** (Phase 1 – Phase 3)

↑ Positive Vaccine Results Findings

- Results with anti-fentanyl vaccine are **extremely promising**
 - Induces antibodies
 - Slows entry into brain
 - Blocks physiological and behavioral effects
- Type of immune booster is important
- How vaccine is administered is significant
- Functional (behavioral) tests are very sensitive





HEALTH Center for Addictions Research & Cancer Prevention (U54MD015946)

**National Institute on Minority Health &
Health Disparities (NIMHD) U54 Research
Centers in Minority Institutions (RCMI)**

Dr. Ezemenari M. Obasi

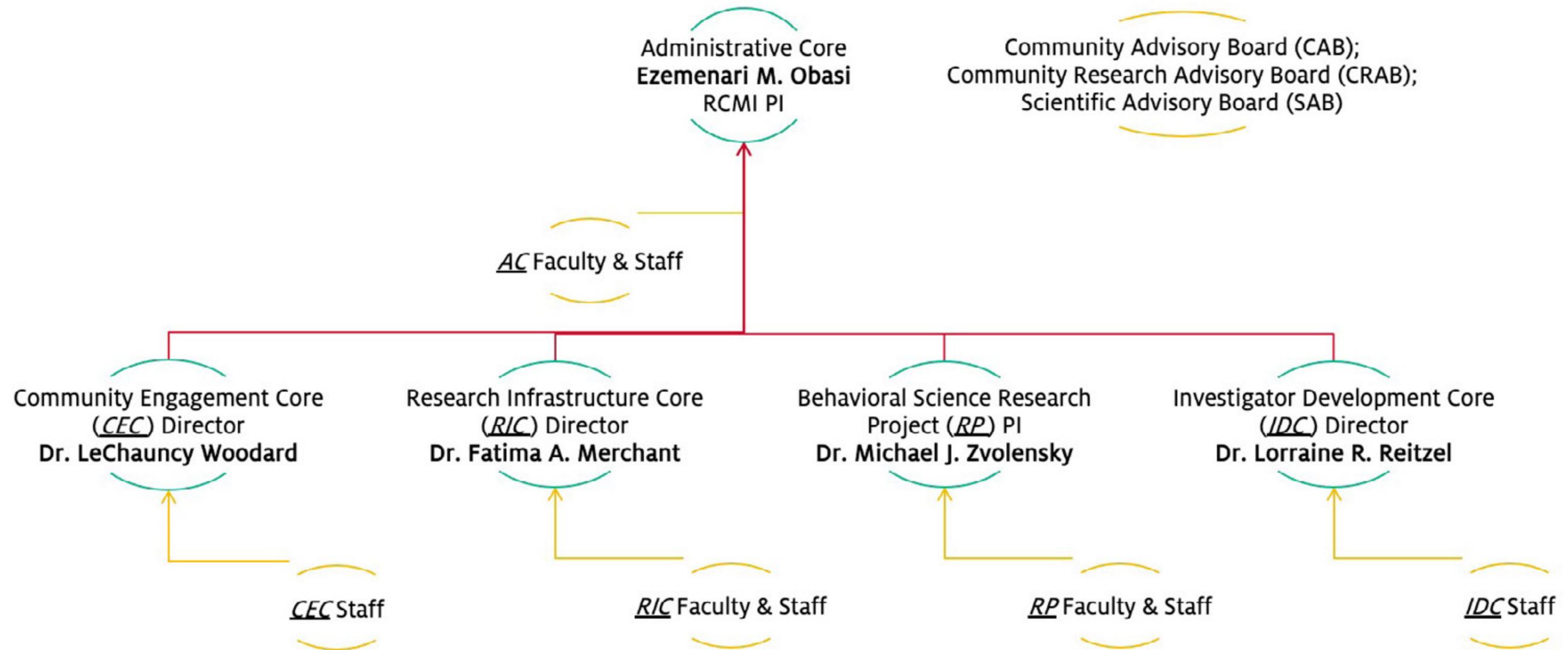




↑ HEALTH-RCMI: NIH/NIMHD Center

- **Project Period:** 9/8/2020 to 4/30/2025
- **Project Budget:** \$11.8M [Total Costs]
- **Mission:** To build and advance a national research center of excellence to pursue cutting-edge health-equity science that saves lives and improves the overall quality and length of life for some of our most vulnerable populations in metropolitan Houston and beyond

↑ Organizational Infrastructure





↑ Administrative Core

- Team mentoring program for postdoctoral fellows and new investigators in health-equity science
- Advance equitable and sustainable relationships between all RCMI stakeholders
- Eliminate the translational gap between scientific breakthroughs and community-identified health challenges

↑ Community Engagement Core

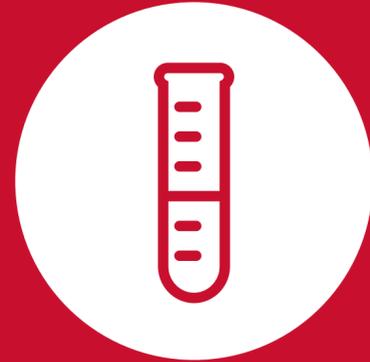
- **Community Research Advisory Board**
Faculty consultation that advances their science, community relevance, recruitment, retention, and dissemination of research findings
- **Webisodes**
Short, single topic, webinars designed for community members



↑ Research Infrastructure Core



Laboratory Techniques
and Facilities



Data Management
and Biostatistics



Research
Methodology



Responsible Conduct of
Research, Ethics, & Compliance



Health Informatics
(est. 2023)



↑ Investigator Development Core



Pilot Grant Program (\$150,000/year)

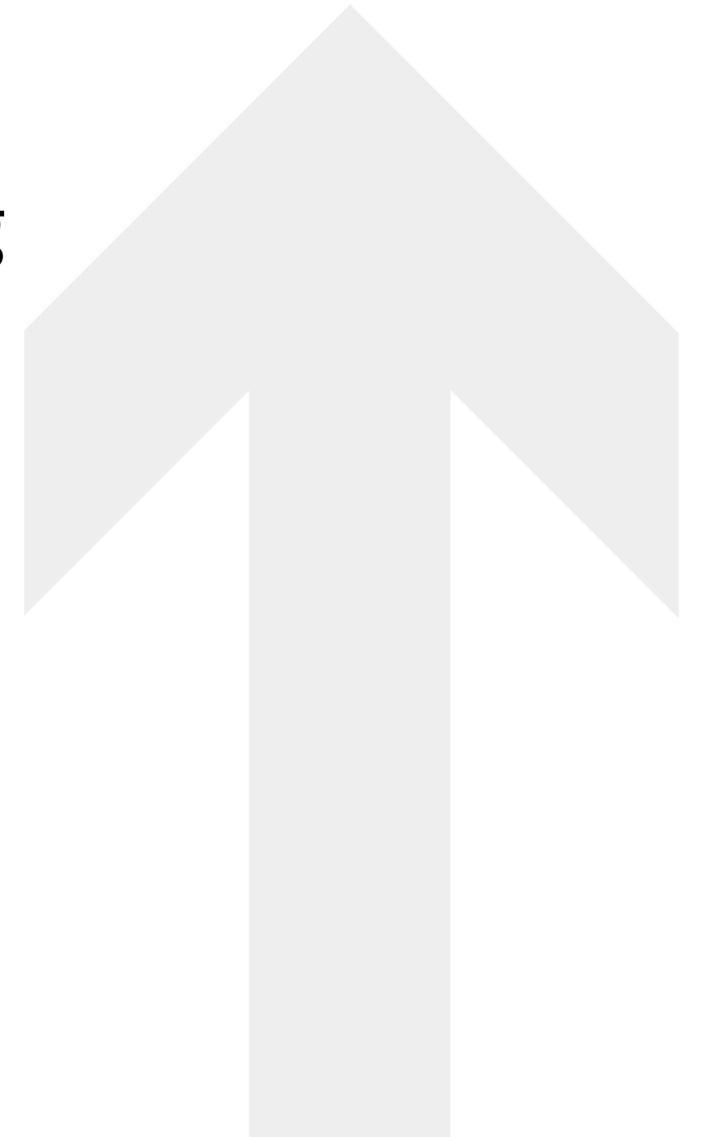
- Fund 3-4 per year



Hands-on Grant Mentoring



Innovative Research Talks



↑ Mobile Anxiety Sensitivity Program (MASP) for Smoking

Randomized clinical trial investigating the effects of a novel smoking cessation mobile app designed for African American smokers

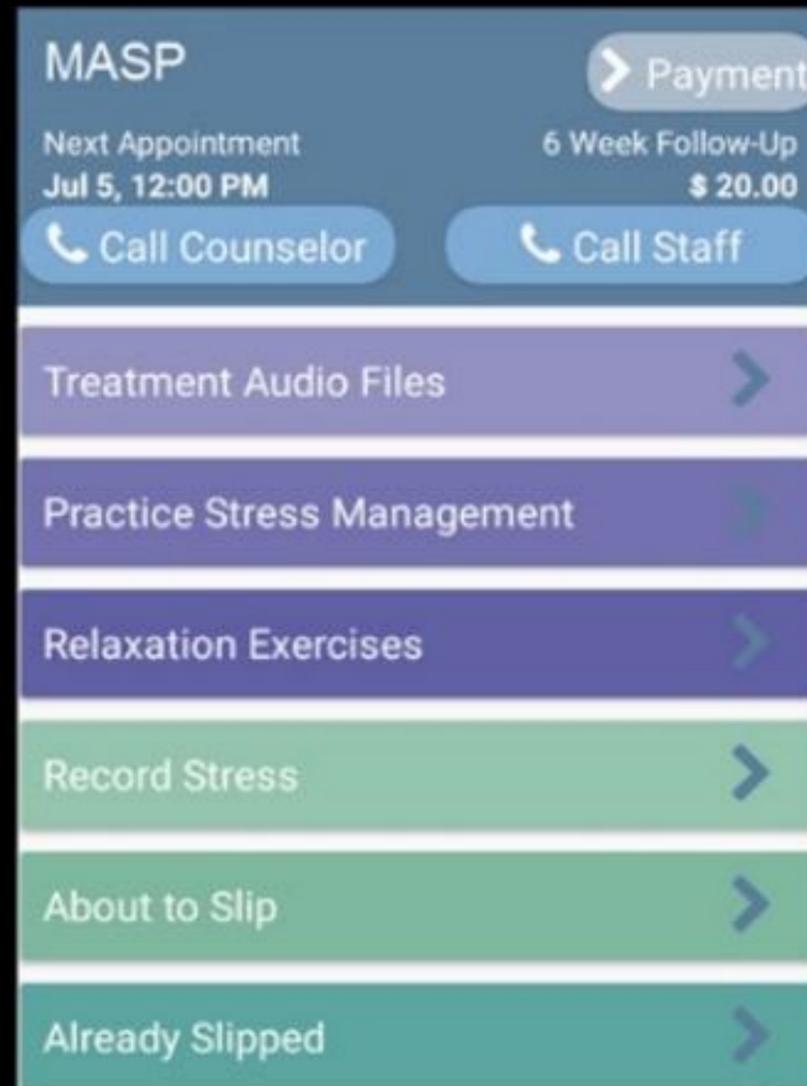


Figure 1. MASP home screen.

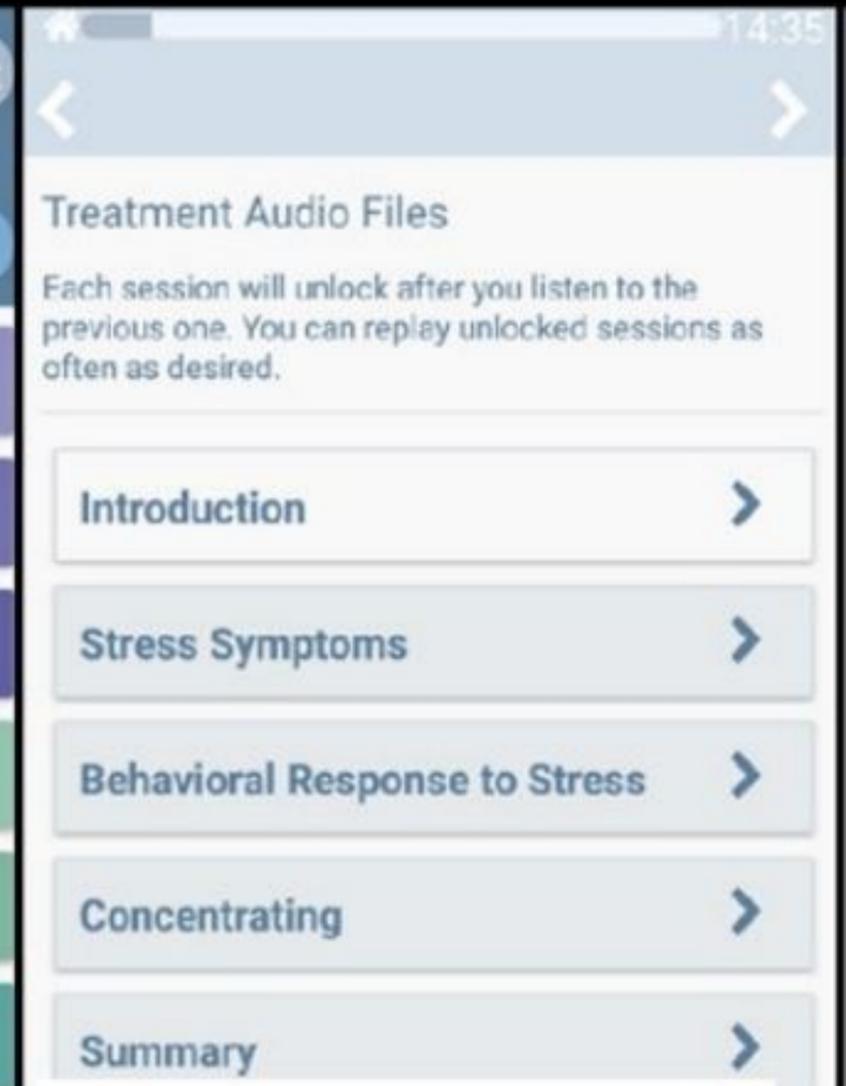


Figure 2. MASP treatment audio files.

↑ 50-in-5 Scholars: Presenters

UNIVERSITY of
HOUSTON

QUESTIONS?



UNIVERSITY OF HOUSTON SYSTEM
BOARD OF REGENTS AGENDA

COMMITTEE: Academic and Student Success

ITEM: Undergraduate recruitment strategies and tactics

DATE PREVIOUSLY SUBMITTED:

SUMMARY:

The looming enrollment cliff and the current pandemic have shifted prospective students' mindset and college search behavior. Dr. Mardell Maxwell, Executive Director of Admissions, will present an overview of how the University of Houston is staying competitive in recruiting new students.

SUPPORTING DOCUMENTATION: Slide Presentation

FISCAL NOTE:

RECOMMENDATION/
ACTION REQUESTED: Information

COMPONENT: University of Houston

Renu Khator
PRESIDENT Renu Khator

2/17/2022
DATE

Paula Myrick Short
SENIOR VICE CHANCELLOR Paula Myrick Short

2/17/22
DATE

Renu Khator
CHANCELLOR Renu Khator

2/17/2022
DATE

| UNDERGRADUATE ADMISSIONS AND ENROLLMENT REPORT

Mardell Maxwell, Ph.D., Executive Director of Admissions
Mara Affre, AVP/AVC Enrollment Services

ANNUAL UNDERGRADUATE ENROLLMENT PRINCIPLES

1

+2-3%
*in new student
enrollment per year*

2

60/40
*freshman/transfer
enrollment ratio*

3

+academic profile
*of each class through
test score & class rank*

4

support diversity
*both ethnic &
geographic*

FALL 2021 SUMMARY

FRESHMEN

36,418

applications submitted



3.6% more than last year

TRANSFER

11,392

applications submitted



5.7% more than last year

FALL 2021 SUMMARY

FRESHMEN

5,469

enrolled



4.2% *more than last year*

TRANSFER

4,707

enrolled



2% *more than last year*

OTHER ENROLLMENT HIGHLIGHTS

- Average SAT increased from 1215 to 1240
- Average Transfer GPA increased from 3.14 to 3.2
- 50% of FTICs applied test optional and carried a stronger high school GPA
- Geographic diversity: New out of state students increased 39%
- FTIC African-Americans reached record enrollment (increased 38%); Asian American enrollment increased 8.4%
- Fall 2022: FTIC applications are +5%

RECRUITMENT OPPORTUNITIES

Enrollment cliff and more competition

- High school graduation growth declines across the U.S. Plateaus in Texas. Fewer high school grads going to college.
- Texas is a focal point for nearly every public and private institution's recruitment plan.

Fewer community college students

Declining enrollments through the pandemic limits the transfer student pipeline.

Global travel limitations

The COVID-19 pandemic has limited student travel to the U.S. and institutional travel to recruit students abroad.

College search behavior changes

- College goers are making commitments later in the cycle—making it difficult to predict cohort size.
- More high schoolers are making college choices without physically visiting campus. Their college counseling options are limited. There is more noise about the value of college.

CURRENT STRATEGIES

Focus on UH's unique position in the marketplace

- Academic excellence (Tier 1 / Professional Schools / Award winning faculty and programs)
- Future Big XII membership
- Our location and its access to diversity and opportunity
- Carnegie Classification: Social and Economic Mobility

Strengthen international recruiting pipelines

International agency partners

Increase market share among high school in Texas

Grow enrollment among non-traditional pathways

UH Extend, Readmission, Instructional Sites

INCREASING PHYSICAL PRESENCE AND AWARENESS



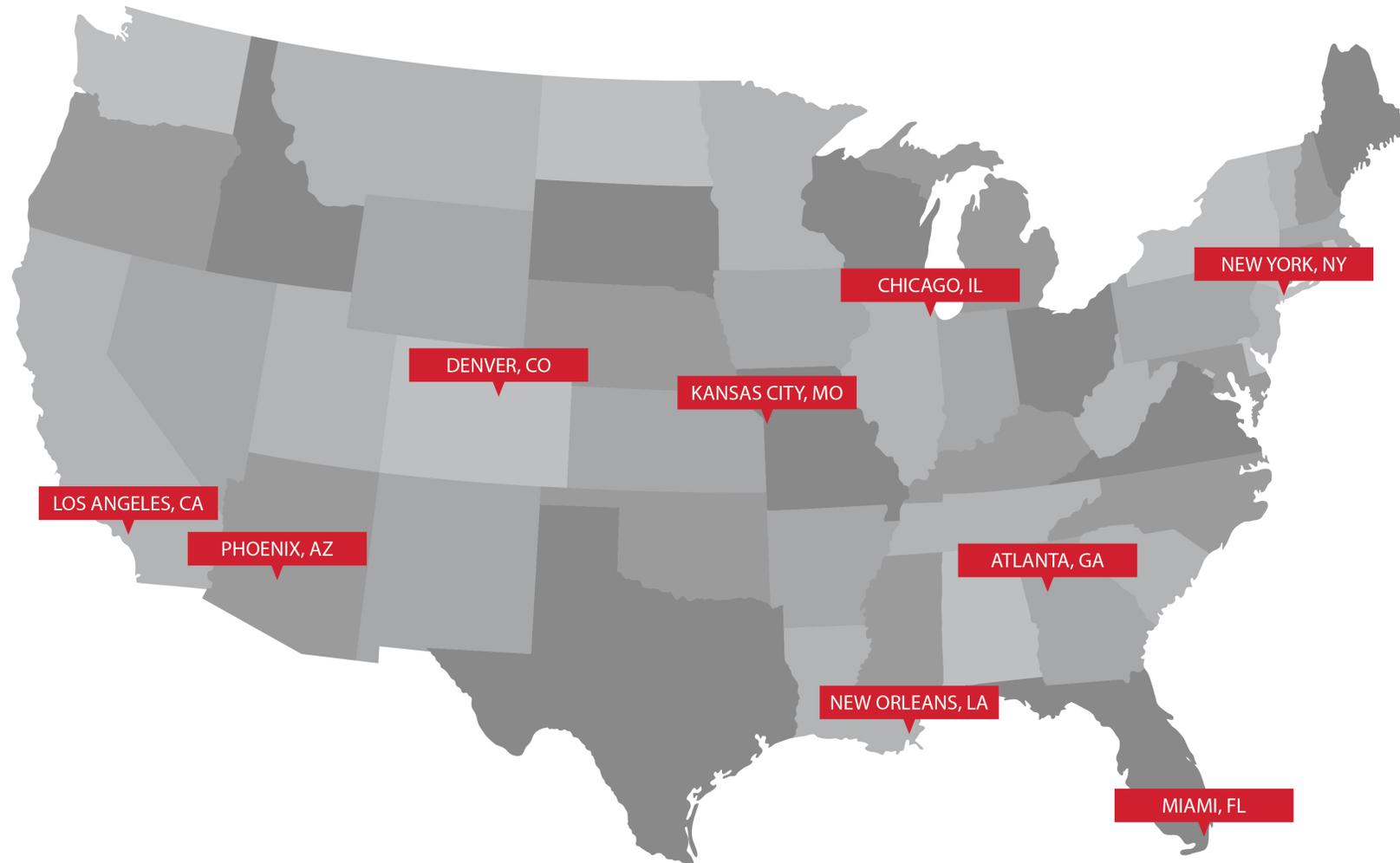
TEXAS A&M



TEXAS TECH

Regional admissions offices in DFW: LaTourneau University (located in Collin county), Louisiana State University (located in Tarrant county), Texas A&M University (located in Tarrant county), Texas Tech University (located in Tarrant county), University of Alabama (located in Denton county), University of Texas - Austin (located in Dallas county)

INCREASING PHYSICAL PRESENCE AND AWARENESS



| UNDERGRADUATE ADMISSIONS AND ENROLLMENT REPORT

Mardell Maxwell, Ph.D., Executive Director of Admissions
Mara Affre, AVP/AVC Enrollment Services