



BESHEAR GROUP
COMMUNICATIONS

2025 Texas Higher Education Outlook

UNIVERSITY OF TEXAS SYSTEM

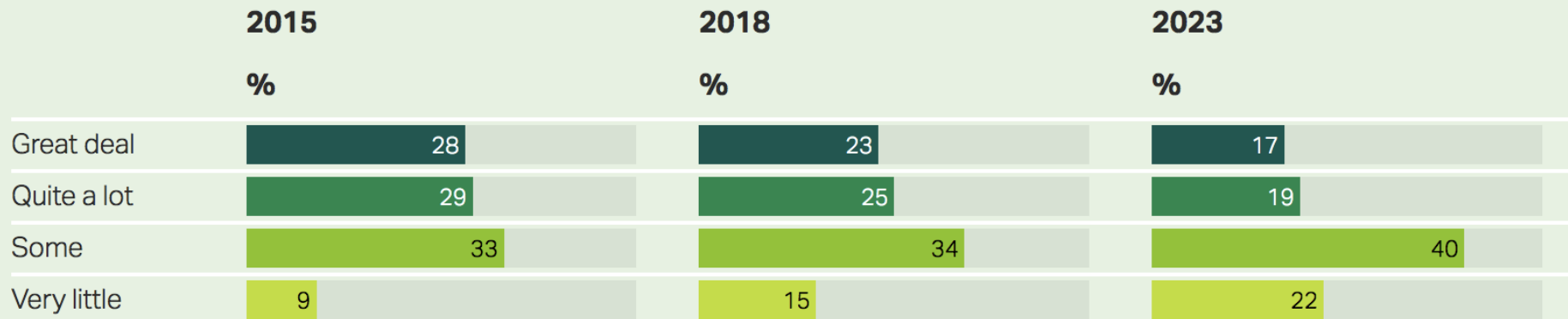
DECEMBER 11, 2024



Americans View of Higher Education

Americans' Confidence in Higher Education Continues to Fall

Now I am going to read you a list of institutions in American society. Please tell me how much confidence you, yourself, have in each one -- a great deal, quite a lot, some or very little. **Higher education**



Those with no opinion are not shown.

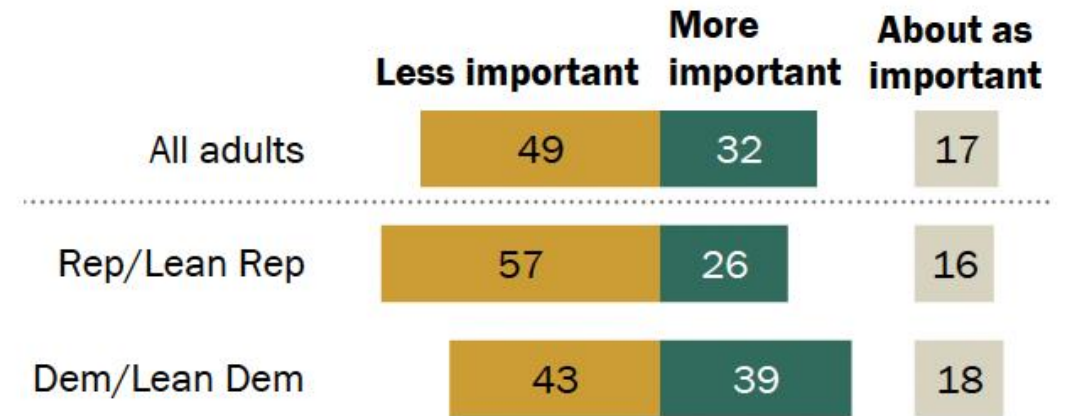
Source: Gallup Poll, July 2023



Views on Higher Education

About half of Americans say having a college degree is less important today than it was 20 years ago

% saying that, compared to 20 years ago, it is ___ today for someone to have a four-year college degree in order to get a well-paying job



Note: Share of respondents who didn't offer an answer is not shown.

Source: Survey of U.S. adults conducted Nov. 27-Dec. 3, 2023. "Is College Worth It?"

Source: Pew Research Center, May 2024



Recent Texas Higher Education Headlines

Gov. Abbott tells Texas universities to freeze tuition

The Republican state leader cited inflation and other economic pressures on families.

‘Race,’ ‘equity’ removed from UNT course titles to comply with Texas DEI ban, faculty say

The University of North Texas changed class titles and descriptions with some citing the state's DEI ban though officials deny that's the cause.

State board releases initial study on impact of Texas law banning DEI programs on college campuses

Dan Patrick asks Senate to consider bills to unmask protesters, change runoff elections

Texas A&M regents overrule faculty, cut 52 “low-producing” programs including LGBTQ+ studies minor

After conservative criticism over the LGBTQ+ minor, university officials started looking at all its programs. Faculty say they were excluded from the process.

Is banning DEI in college courses the next step for Texas?

Lawmakers debate DEI course content and faculty senates' influence in how colleges and universities operate.



Texas Higher Education Legislation

Topics include, or are expected to include:

- Concealed weapons on campus
- Repealing diversity, equity, and inclusion initiatives
- Eliminating in-state tuition for undocumented students
- Eliminating tenure
- Limiting Faculty Senate abilities
- Protection of expressive activities
- Tuition regulation study
- Report or prohibit gifts from foreign countries
- Requiring an economics course to graduate
- Scholarships (Athletic and Other)
- Admission
- Discipline
- Housing
- Tobacco products
- Transfer credits
- Antisemitism
- Pay raises
- Student loans
- Tuition billing statements
- Training requirements for public officials
- Limiting the duration of employment
- Academic records
- Senior Citizen tuition/fees
- Adoption of dogs and cats used in research

213 bills have been filed mentioning higher education (as of December 5th)



U.S. Higher Education Outlook 2025

Tue 03 Dec, 2024 – 9:02 AM ET

Fitch Ratings anticipates a deteriorating credit environment for U.S. public finance higher education in 2024 relative to 2023. Uneven enrollment dynamics, rising competitive pressures and continuing margin pressures will challenge credit factors across the sector. Public funding has flattened as states return to normalized budgetary means following the pandemic, and net tuition growth prospects are modest at best. This revenue trajectory is unlikely to full offset still-elevated labor and wage costs, rising capital needs and a **sharply uncertain legislative landscape**.

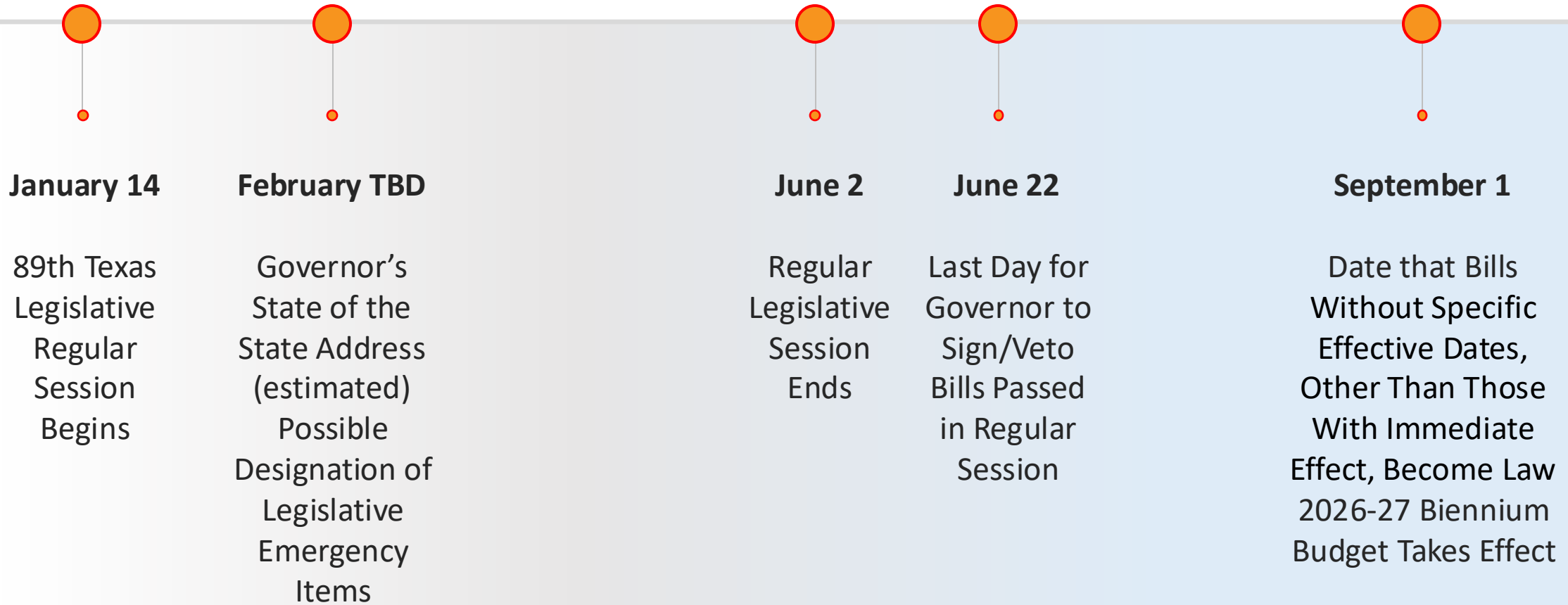


Options

- **Scenario Planning to Avoid “Failures of Imagination”**
- **Key Leadership Training**
 - Legislative Testimony / Q&A
 - Media / Q&A
 - Stress-Tests
- **Review Rapid Response Plans**
- **Internal Coordination**
 - Understand Relevant Legislation and Hearing Schedules
 - Create Necessary Messaging



2025 Important Dates





Q&A / Contact

David Beshear

Beshear Group Communications

dbeshear@besheargroup.com

214.577.4712