

TEXAS SOUTHERN UNIVERSITY  
BOARD OF REGENTS AGENDA

COMMITTEE: Development and Legislative Affairs

ITEM: Communications Report

DATE PREVIOUSLY SUBMITTED:

SUMMARY:

Media Coverage highlights

- Houston Defender: Texas Southern earns landmark accreditation
- Houston Chronicle: TSU leader to step down
- Houston Chronicle: Tiger travel a tough road to SWAC play
- Essence, ABC-13: Mother, Daughter flee Boko Haram, graduate from TSU
- HBCU Digest: TSU takes top honors at National Black Educators conference
- Houston Chronicle: Mr. Fix-it: TSU's next president should emulate his predecessor

Social Media

- Facebook-People Reach 162,378
- Twitter-Retweets 188,995
- Youtube-Views 77,058
- Instagram-Followers 1,380

Foreman/Strahan TSU Promotion-Commercial Spots on KTRK-TV

FISCAL NOTE:

SUPPORTING DOCUMENTATION: Fundraising Report

ACTION REQUESTED: Information

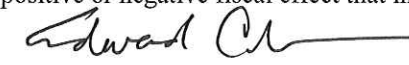
**Legal Certification:** This proposal and its implementation will not be in violation of any applicable Federal, state, or local law or regulation.

  
\_\_\_\_\_

GENERAL COUNSEL

1/27/16  
\_\_\_\_\_  
Date

**Fiscal Certification:** The fiscal note shown above details the true and actual positive or negative fiscal effect that implementation of this proposal will achieve.

  
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CHIEF FINANCIAL OFFICER

1/27/2016  
\_\_\_\_\_  
DATE

  
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VICE PRESIDENT COMMITTEE LIAISON

Eva K. Pickens

1/27/16  
\_\_\_\_\_  
DATE

  
\_\_\_\_\_

PRESIDENT

John M. Rudley

1/28/16  
\_\_\_\_\_  
DATE