



# INTRODUCING TXST'S NEW UNIVERSITY PRESIDENT

TEXAS  STATE  
UNIVERSITY<sup>®</sup>



## OUR CHALLENGE

After 20 years of service and leadership that led to tremendous growth and change at Texas State, the university's president decided it was time to step down. There was a healthy mix of interest and anxiety over who would become the institution's next leader.

When the system office announced the sole finalist, our marketing and communications office went to work immediately to help the new president make a positive impression and garner community support to minimize the strong headwinds new presidents often face.

## OUR GOALS

- build trust, credibility, and goodwill for the new president
- develop a rapport between the new president and community by meeting the students where they are (digital first)
- provide an opportunity for the new president to interact with the university community, digitally and in-person
- build community excitement for new leadership
- help situate new president in a healthy position in anticipation of any potential pushback

## OUR SOLUTION

Our marketing and communications team created a range of digital content to help build the new president's personal brand on campus as an authentic, positive, and approachable servant leader who connects with today's students.



## SOCIAL METRICS

# 38+

pieces of content announcing and introducing  
Dr. Damphousse to TXST



# 60K

total engagements

# 790.9K

impressions

# 550.3K

plays/views

# 2,101.5

hours watched  
(Tiktok and YouTube)





SOCIAL METRICS BY CHANNEL

TikTok



Link: "What are you listening to?"

3

video segments

34.3K

total engagements

187K

impressions

200.4K

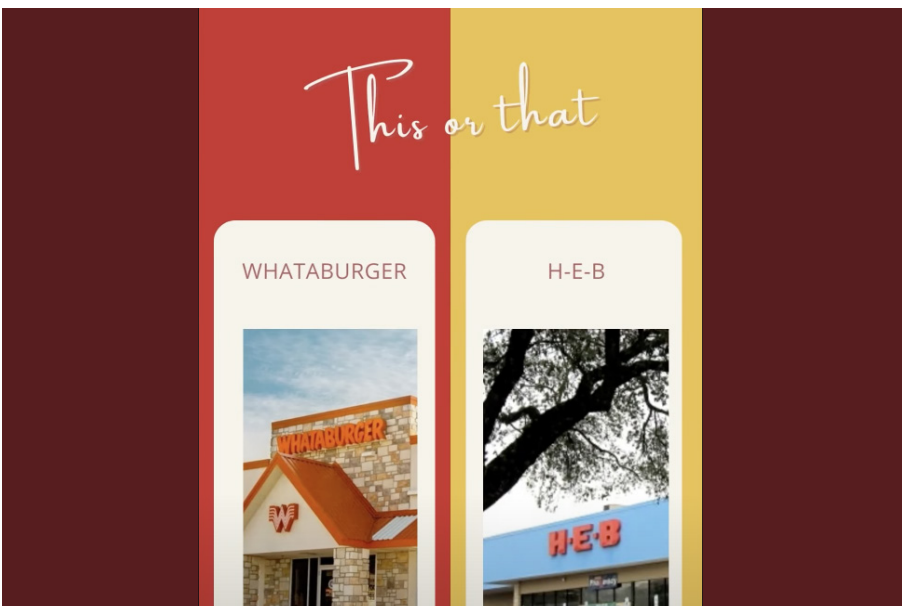
plays/views

1,651

hours watched

Due to state requirements TXST's official TikTok is no longer active.

Instagram



Link: "This or That with TXST President"

17K

likes

585

comments

237.1K

impressions

263.1K

plays/views

2,259

shares

YouTube



Link: "Welcome to TXST from Dr. Kelly and Beth Damphousse"

8

videos with Dr. Damphousse

64%

average percentage viewed for all videos

450.5

hours watched

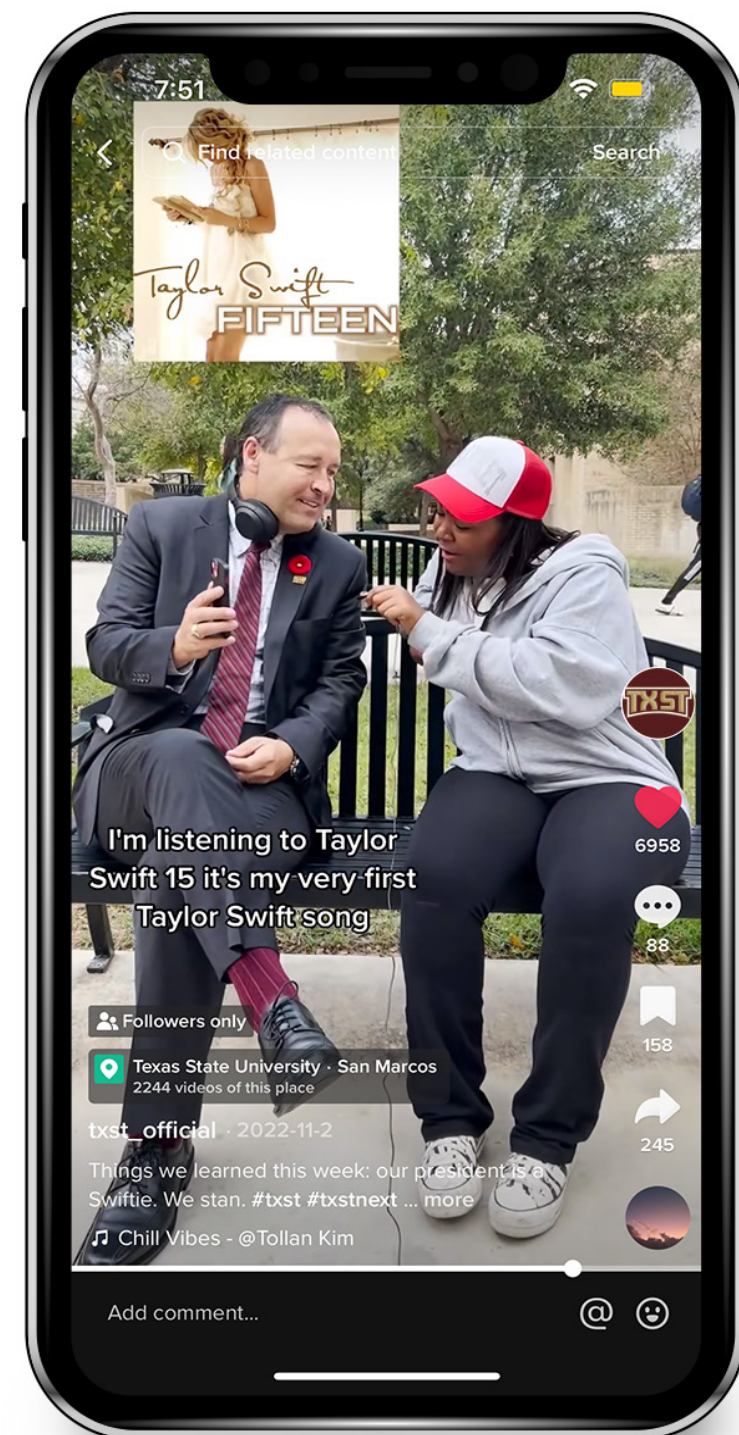


# TOP 3 VIDEOS

## What Are You Listening To?

Dr. Damphousse questions Bobcats about their musical preferences, sharing some of his favorite hits and artists along the way. Students love their music and this TikTok trend.

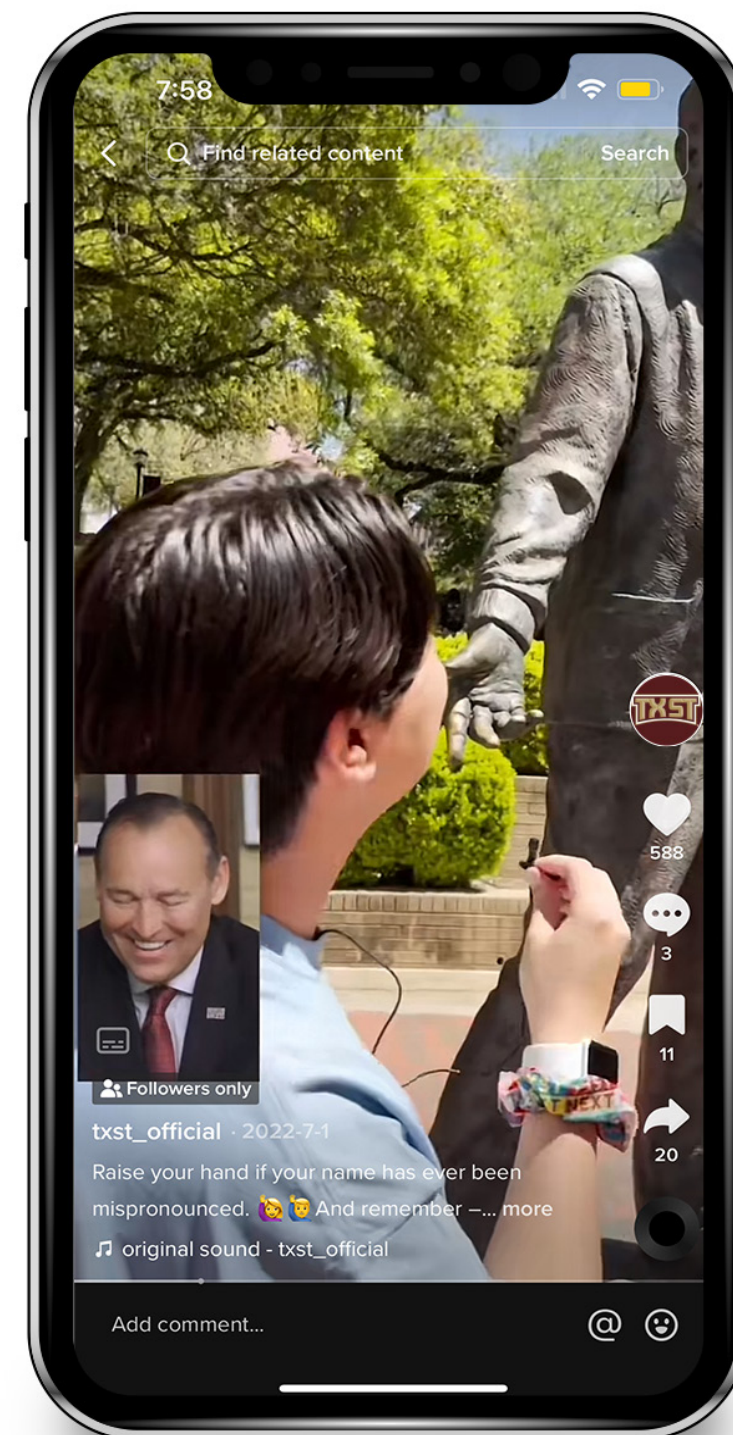
[Link: "What Are You Listening To?"](#)



## How Do You Pronounce Damphousse?

A name can say a lot about an individual. TXST Bobcats took their shot at pronouncing Damphousse, and the results were interesting (and entertaining).

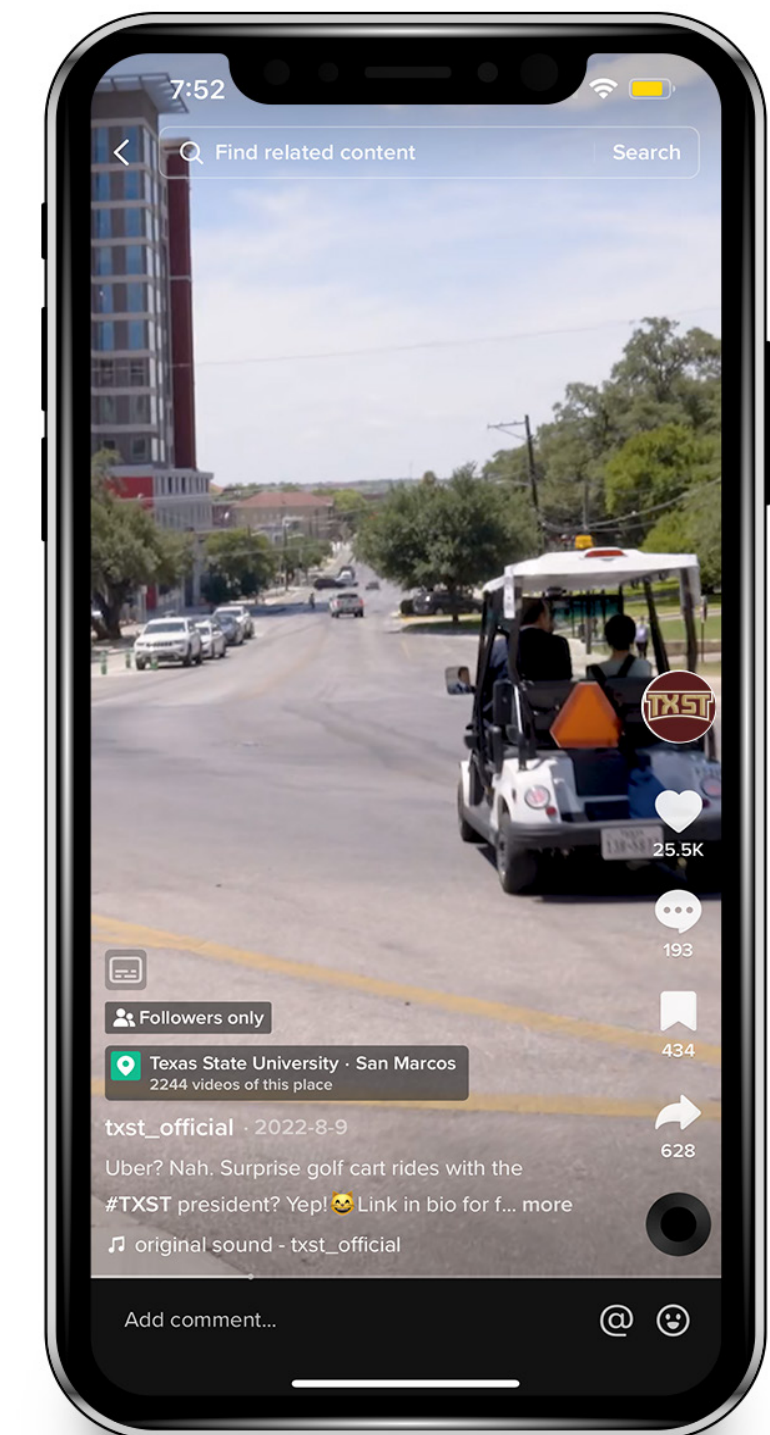
[Link: "How Do You Pronounce Damphousse?"](#)



## Riding With Damphousse

TXST's new president got up close and personal with Bobcats and their families, providing much-needed rides around campus. These one-on-one interactions showed exactly how President Damphousse is in tune with the student population.

[Link: "Riding With Damphousse"](#)







**ashleyvazque.z** we stan kdamp <3



**brandisbrinkman**  
Lmao I saw y'all filming this! I was starstruck to see him so casually in daylight



**h4ppygo** Lol he seems like a good guy!!!



**sruthi\_chakravarthi** 🤔 love this ❤️



**mayleehosinski** KDAMP IS A SWIFTIE



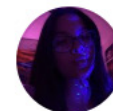
**jetsetterworldtravel** Proud TXST parent here. Love this video! 🤔



**heb** 🔵 That last question had us worried for a second!  
— in response to the “This or That with TXST President” video



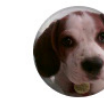
**celia.grace**  
best president eva



**olliiviiaa.a** @raveenadevjee hes such a slay president man



**logan.nmarshall** We need more of this content.



**beaglelover1964** He didn't know there was a Target on campus?



**kdamp63** @beaglelover1964 Haha. It's a big campus! And I'd only been here a couple weeks when we filmed it. Ha. I'll get it figured out! 😊🐾



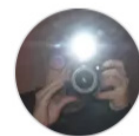
**jaswanthreddy6999** Legend on the roads



**doctoramarron**  
As an AVP at a community college this is the kind of President we love. Please don't lose this “new president” feeling!!



**chelseaa\_renee**  
Dr. Damphousse is seriously the best around!!  
TXST is lucky to have him!



**storiesbyanthony**  
loving the kelly chronicles



**rodriguezbella\_**  
This man rules!! Loving the content. 😊



**camtheflores** He seems so genuine & sweet 🥺



**ladeeda35** This President is cool!



**robbielynnk** Love it! I like him for being on board with the fun! Eat em up!



**txstatefootball**  
The 🐐



**macyhaverstrohhh** the social media team is doing great



**hunter.domzalski** New president seems very chill, I like him



**whatsuplasagna**  
I love the effort kdamp has put into actually engaging with students 🤔



**joleenuhhh** This needs to be a weekly segment ❤️ love this



**ashleemlara** I'm glad i'm not the only one who was having trouble lol this is cute and thank you for helping us pronounce it correctly. Welcome, to TXST President Damphousse! 😊🐾 Have a great first day!





TEXAS  STATE  
UNIVERSITY