

## METRICS

### Houston: 2022 Journey to the Top 50



In this special edition publication, produced in lieu of the traditional spring UH Magazine, "Houston: 2022 Journey to the Top" outlined UH's journey to the Top 50: what it entails and the transformative efforts UH is taking to get there.

## MAGAZINE METRICS

**2,131 Impressions**

ON ISSUU

**3,6429 Pageviews**

GOOGLE ANALYTICS

**59% Open Rate**

EMAIL FROM PRESIDENT TO FACULTY & STAFF

## SOCIAL MEDIA



PRIORITIZED LINKEDIN & FACEBOOK

**140,848**

TOTAL IMPRESSIONS

**5,322**

TOTAL ENGAGEMENTS



## No. 1 & No. 2 Top Brand Posts

ON UH LINKEDIN APRIL 2022

*"This is exactly the investment needed to propel the University of Houston toward a Top 50 ranking. We are grateful to our state leadership for recognizing that an investment in research universities in our state is critical to the economic future of its residents. We look forward to working with them this session to see these bills finally pass and become law."*

UH President Renu Khator, on filing of SB19, establishing \$1 billion endowment for UH



Office of the President  
RENU KHATOR

Dear Faculty and Staff,

Last year, we announced the University of Houston's bold, new vision to become a Top 50 public university. We knew that achieving this goal would not be easy. No. It would challenge us to stretch to a higher level ... to think in ways that we've never thought before – and that's exactly why we made it our vision. Aiming to become a Top 50 university calls us to greater excellence, not for our glory, but for the greater good of those whom we serve. When we rise, our students, communities and world can soar. Innovations and new ventures are birthed, and our societal and economic impact is amplified.

Breaking boundaries is not new to UH. The University has experienced explosive growth in the last decade. We achieved Carnegie Tier One status earlier than forecast, reached record-breaking enrollments, exceeded a \$1 billion fundraising goal ahead of schedule, increased graduation rates and academic program rankings, established Houston's first medical school in more than 40 years and reclaimed our athletic excellence. History shows: Becoming a Top 50 public university is not an insurmountable challenge. It's our destiny.

In this publication, you'll find a glimpse of what our journey to the top entails and the transformative efforts we're taking to get there. We delve into the multifaceted strategy to further bolster our students' success, our ambitious plan to recruit 100 new faculty and the dynamic road ahead for UH Athletics. You'll also learn how we're embracing society's big challenges, including the energy transition, health equity and health care delivery reform to help move our communities and nation forward. Our ambitious vision has sparked creativity and life-changing new endeavors, and the beautiful stories in this publication capture its powerful impact.

Becoming a Top 50 public university is beyond a lofty goal. It's the fulfillment of our duty to transform lives and communities. I invite you to [read more](#), get inspired and join us on our journey to the next level. Together, we rise. Together, we soar.

Let's go!

Renu Khator  
President, University of Houston

University of Houston  
375,905 followers  
1 yr · Edited ·

An inside look at how UH is working to level the playing field of state funding.

## Fighting for Funding Reform

UNIVERSITY of HOUSTON

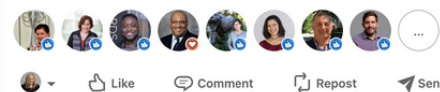
A Surge of Support for UH

stories.uh.edu · 1 min read

Richard Bonnin and 252 others

12 comments · 16 reposts

### Reactions



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Most relevant

**David Vanegas** · 2nd  
Husband, Father, Educator, Citizen.  
11mo (edited) ...  
The PUF creates huge discrepancies between UT/Texas A&M systems and the UH system... let's level the playing field! UH is already a Tier 1 University—it's time to let UH flourish and unleash its full potential with \$\$\$! [#IntTime](#)

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**Laura Massingale** (She/Her) · 3rd+  
Product Manager - IT at United Airlines!!  
11mo ...  
Both University of Houston and Texas Tech University deserve this support!

Like · 2 · Reply · 1 Reply

