



Vote Yes On Proposition 5



PURPOSE:

Recognizing Texas needs more nationally ranked public universities to fill high-paying jobs and spur economic growth, the Texas University Fund will establish an endowment, with no new taxes, to provide reliable funding for faculty, research, and graduate studies at rising universities with proven track records in research and innovation.

OVERVIEW:

Over 90% of Republicans and Democrats in the Texas House and Texas Senate united to put a constitutional amendment creating the Texas University Fund, a \$3.9 billion endowment, before voters this November.

Filling the Skills Gap to Keep Texas Competitive

Industries from semiconductors to new energy, as well as agriculture and others have identified a skills gap in the workforce, leaving high-paying jobs in Texas to be filled by out-of-state transplants. At the same time, the state's top ranked universities, the University of Texas and Texas A&M are bursting at the seams, creating a demand for more high-quality education for Texas students.

Objective Criteria for Selection:

Qualifying universities must meet objective criteria:

- Be non-eligible for the Permanent University Fund.
- Have a portfolio of federal and privately funded research.
- Meet high standards in teaching and academic excellence.

Four universities currently meet this threshold: Texas Tech, University of Houston, University of North Texas, and Texas State University.

Funded with No New Taxes:

The Texas University Fund will be a \$3.9 billion endowment, funded by:

- A one-time, \$3 billion allocation from the state's budget surplus.
- \$896 million from the National Research University Fund.
- Interest-only income, up to \$100 million, from the Economic Stabilization Fund.

No new taxes will be raised to pay for this endowment, which will continue to benefit all future generations of Texans.

CAMPAIGN STRUCTURE:

- The Steering Committee is composed of leadership from all four university communities, Drayton McLane, Jr, Treasurer to the PAC, and other leading philanthropists.
- The campaign is supported by the alumni networks from all four universities, as well as their government relations and marketing teams.
- The campaign benefits from close guidance and cooperation with the bipartisan legislative leadership that passed the enabling legislation.
- A team of political veterans, under strategic and budgetary guidance from the Steering Committee, will execute the voter contact programs.



POLL TESTED MESSAGES THAT RESONATE WITH TEXAS VOTERS:

ECONOMIC GROWTH: Prop 5 allows more Texas universities to compete for research dollars, making Texas more attractive for companies to create more jobs here.

EDUCATIONAL ACCESS: With UT and Texas A&M busting at the seams, Prop 5 will provide more opportunities for students to earn a high-quality college education here at home.

STRICT CRITERIA: Universities can only draw on the Texas University Fund if they are involved in federal or privately sponsored research and meet high standards for academic excellence.

BIPARTISAN SUPPORT: Over ninety percent of Democrats and Republicans in the legislature approved Prop 5, showing both parties understand what it takes to compete in today's economy.

TIMELINE:

- *Paid voter contact begins:*
SEPTEMBER 15
- *Early Vote:*
OCTOBER 23 - NOVEMBER 3
- *Election Day:*
NOVEMBER 7, 2023

BUDGET PRIORITIES:

- Polling/quantitative research to guide targeting and messaging.
- 5 System Coordinators covering the first four university communities that will benefit from this fund.
- MMS/SMS texting program to over 1 million consistent Texas voters.
- Direct mail messaging and frequency to targeted consistent voters.
- Additional communication targeted to alumni networks.

DONATIONS:

Texans for More Top Ranked Texas Universities PAC is a special-purpose political action committee formed in accordance with the rules of the Texas Ethics Commission to support the passage of Proposition 5 on the Texas voting ballot for the November 7, 2023 election. Texans for More Top Ranked Texas Universities PAC may accept contributions in any amount from individuals, and may also accept contributions from corporations, partnerships, companies, 501(c)(3)s, 501(c)(4)s, professional corporations and labor organizations in any amount. Contributions to Texans for More Top Ranked Texas Universities PAC are not tax deductible for federal income tax purposes.

Your contribution and vote for Proposition 5 supports higher education, workforce development and economic prosperity in our state.

Checks can be made out and mailed to:

Texans for More Top Ranked Texas Universities PAC
P.O. Box 2027
Austin, Texas 78768

Email: texasuniversityfund@gmail.com

Website: TexasUniversityFund.com

A 4% processing fee is assessed to online contributions through this platform. Individuals may opt to cover the processing fee so 100% of the contribution goes to the passage of Prop. 5.

