

My Fellow Houstonians,

I believe what you are about to read has the potential to change your mind – and change Houston’s future.

The economic impact study summarized here illuminates the indispensable role of higher education in Houston’s prosperity. Houston is a great city of opportunity, and this study reminds us that a big part of that opportunity is the inter-relationships of the Houston region and the unique University of Houston System. It is an unparalleled contributor to the quality of our workforce as well as the quality of our lives.

Please consider everything you learn. Then decide how *you* can advance the cause of higher education locally.

With your support, the future of the University of Houston System – and the region it serves – can become brighter than ever.

Yours truly,

A handwritten signature in black ink that reads "Bill White". The signature is written in a cursive, flowing style.

Bill White
Mayor,
City of Houston

The University of Houston System, the state’s leading metropolitan system of higher education, encompasses four universities (University of Houston, UH-Downtown, UH-Clear Lake, and UH-Victoria).

Five Million People. One Common Ground.

You've heard the theory that anyone on earth can be connected to any other through four intermediaries. It's the "six links" rule, widely described as six degrees of separation.

When it comes to Houston and its esteemed University of Houston System, you can forget six links. For the five million people who live in our Gulf Coast area, "one link" is more the rule.

Whether you hire our graduates or listen to NPR, whether your child's teacher is a University of Houston alumna or you get your eyes tested by a doctor from one of the nation's most admired optometry schools, whether you hire our engineers, sit rapt at one of our campus productions or benefit from some of our 600 outreach programs, the UH System is part of your life.

How big a part is it? You can't imagine. But you can learn. And we invite you to do that on the following pages, while you gain a new appreciation for the indispensability of our universities.

You're about to discover a surprising new reason to be Houston Proud. And while you're at it, you'll find a multitude of motives for investing your time, talent, and resources into making Texas' largest metropolitan university system even bigger and better.

