

# It's Our Minds That Matter

The University of Houston System and the Institute for Regional Forecasting present these findings to do more than start a dialogue. We want to spur action. We want to help Houstonians capitalize on the opportunities. To use our minds, our voices, and our hands to enrich lives and enhance futures.

Our region's political, business, civic, and educational leaders have long known of the excellence and importance of the University of Houston System. Only now are many learning that, despite the depth and breadth of the System's contributions, our Houston area has increasing, unmet higher education needs.

Our regional leaders also understand that in attracting new business and prolonging our regional prosperity, Houston's minds matter. So, we're confident that with help from citizens, they'll produce a sound strategy to enhance and expand higher education in the region. The nature of business demands it. Our region's projected growth demands it. Our local demographics demand it. And besides, we all love this great city.



## GROWTH AND PROSPERITY

The UH System is an indispensable resource in Houston's continued growth and prosperity.

- Attracts business and industry
- Enhances Houstonians' quality of life
- Helps build and rebuild critical city infrastructure
- Positions Houston as a global leader in research and education

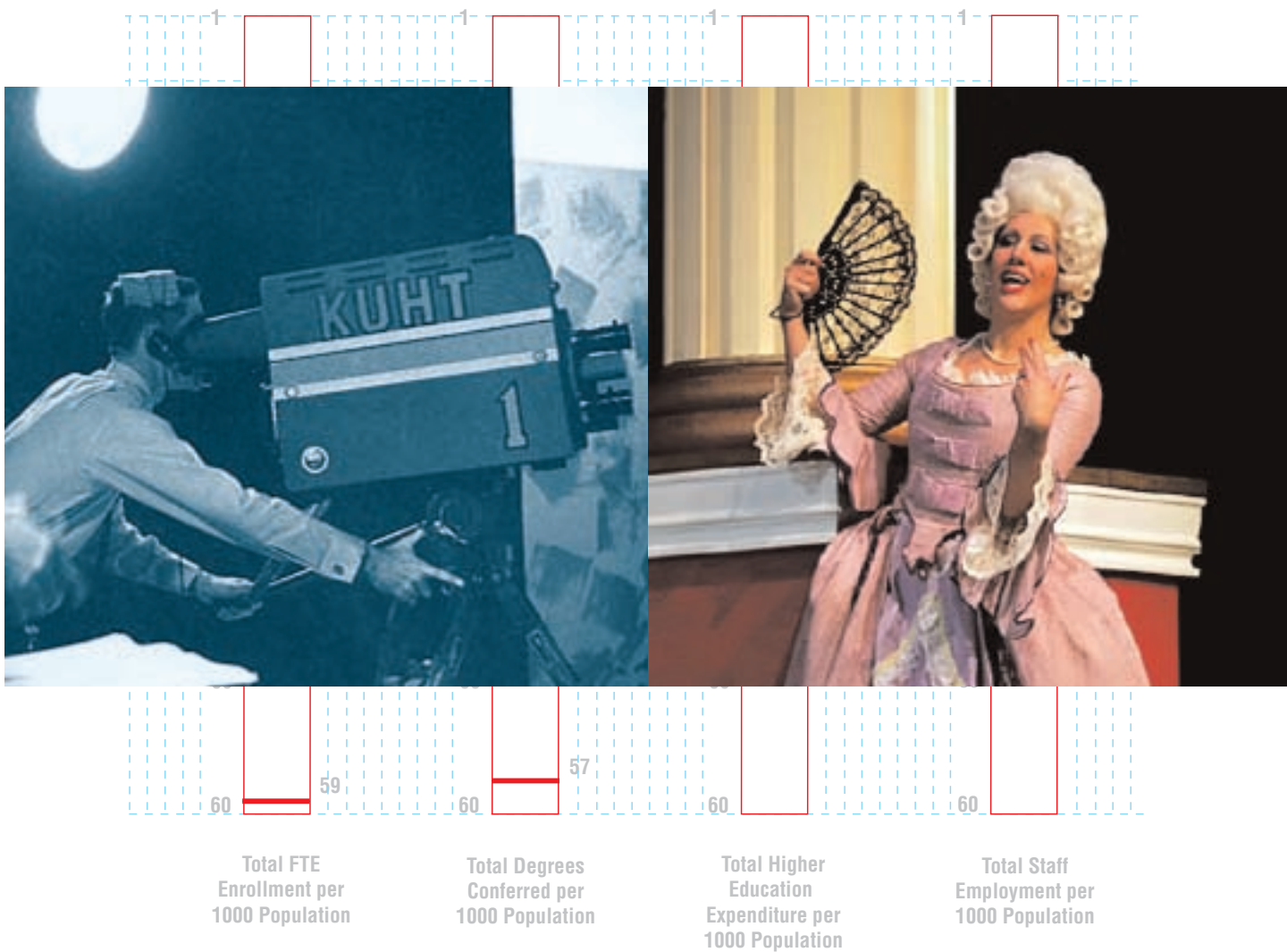
## What You Can Do

You've taken the first step. By reading this report, you better understand the challenges and opportunities facing our city and its esteemed university system. You've seen the connection between a community's economic future and its access to educated workers. And now it's time to serve as an agent of change.

Stay attuned to our state's legislative agenda, and let your representatives know that, for you, higher education is a top priority. Invest your time and support in the University of Houston System – an engine of progress for the city, region, state, and nation. Stand ready to serve on our volunteer boards. Lend your advice and your expertise. And tell your friends and associates about our universities and their commitment to students, research, and our shared future.

Finally, don't forget that your influence begins at home, with the example you set for your children and the active interest you pay to our community.

- Stress the importance of education to your children, and create a culture of aspiration and expectation – help the children in your life believe they can achieve.
- Serve as an educational role model. Practice daily learning through reading. Enroll in a university class or continuing education program.



In November 1950, KUHF-FM signed on from its student-run studio on the University of Houston campus. In 1953, it was joined by KUHT-TV, the nation’s first public television station. Today, our four universities provide not only traditional educational offerings, but also innumerable galleries, theatre performances, sports events, and festivals. Sample them all, support them – and enjoy the benefits.

- Expand your cultural horizons – visit a gallery, a play, or a musical performance, and don't forget the kids! There are many cultural offerings specifically targeted to children and offered free of charge through the University of Houston System.
- Give. Serve as a tutor or mentor. Help on a clean-up day. Volunteer for a research project. And, if finances allow, give generously to support the programs and institutions that will help shape the future of your city, one person at a time.
- Use your head. Think about the challenges facing our city. Think about solutions. Use your voice to share them, and use your hands to implement them. And remember, simply by telling this story, you can be an agent of change.
- Learn more.  
Visit [www.houston.edu/impact](http://www.houston.edu/impact).

Be an ambassador for higher education. Together let's make the University of Houston System – and higher education in our area – the envy of the nation. And let's make the economic future of our region brighter than it's ever been.



## THE INSTITUTE FOR REGIONAL FORECASTING

Headed by Dr. Barton Smith, the premier economic forecaster in our region, the Institute for Regional Forecasting is a source of the most up-to-date information on factors affecting Houston's economy. Its recent study, *The Economic Impact of Higher Education on Houston: A Case Study of the University of Houston System*, cites numbers compiled by totaling the combined impact of the three Houston-based UH System universities – University of Houston, UH-Clear Lake, and UH-Downtown. The fourth university in the UH System, UH-Victoria, generates 2.5% of Victoria's jobs and attracts nearly \$150 million in new funds annually, significantly impacting its local economy.

The Institute, a division of the University of Houston's Center for Public Policy, produces short-term, long-term, and individual county forecasts. Current and forecasted data are available via subscription to DataBook Houston or by attending semi-annual symposia in November and May. *The Economic Impact of Higher Education on Houston* is available in its entirety at [www.houston.edu/impact](http://www.houston.edu/impact).

