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P.O. Box 12788 Austin, Texas 78711

July 7, 2020

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OF HIGHER EDUCATION

(512) 427-6101
Fax (512) 427-6127

Web site:
<http://www.highered.texas.gov>

TO: Presidents and Chancellors
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FROM: Harrison Keller, Ph.D.
Commissioner of Higher Education

SUBJECT: "Stand Tall for Small" Campaign

Texas higher education leaders appreciate the importance of partnering with civic and business leaders to address common challenges. This role will be increasingly important as our colleges, universities, and systems work with local partners to ameliorate the public health and economic effects of the COVID-19 pandemic on their communities. In that spirit, I would ask for your help in joining me in sharing this [video message](#) on the importance of wearing masks to help small businesses survive the pandemic, developed by our friend Roy Spence with GSD&M.

Small businesses are strongly tied to higher education – they employ many of our graduates and current students and sustain strong local economies that help our campuses prosper. One way we can help our small businesses persist through the crisis is to amplify public health messages about the importance of wearing masks and taking other basic precautions to reduce the spread of COVID-19.

I ask for your help today by sharing the important message of this video with your communities of students, faculty, staff and alumni. As you've seen in recent data, we are in a critical time regarding COVID-19 in Texas. I know there are always many competing requests for your attention as you are preparing your institutions to provide essential higher education services now and for the future. Please consider how you might help amplify this message, to help our communities and our state navigate this crisis.

c: Governmental Relations Officers
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