



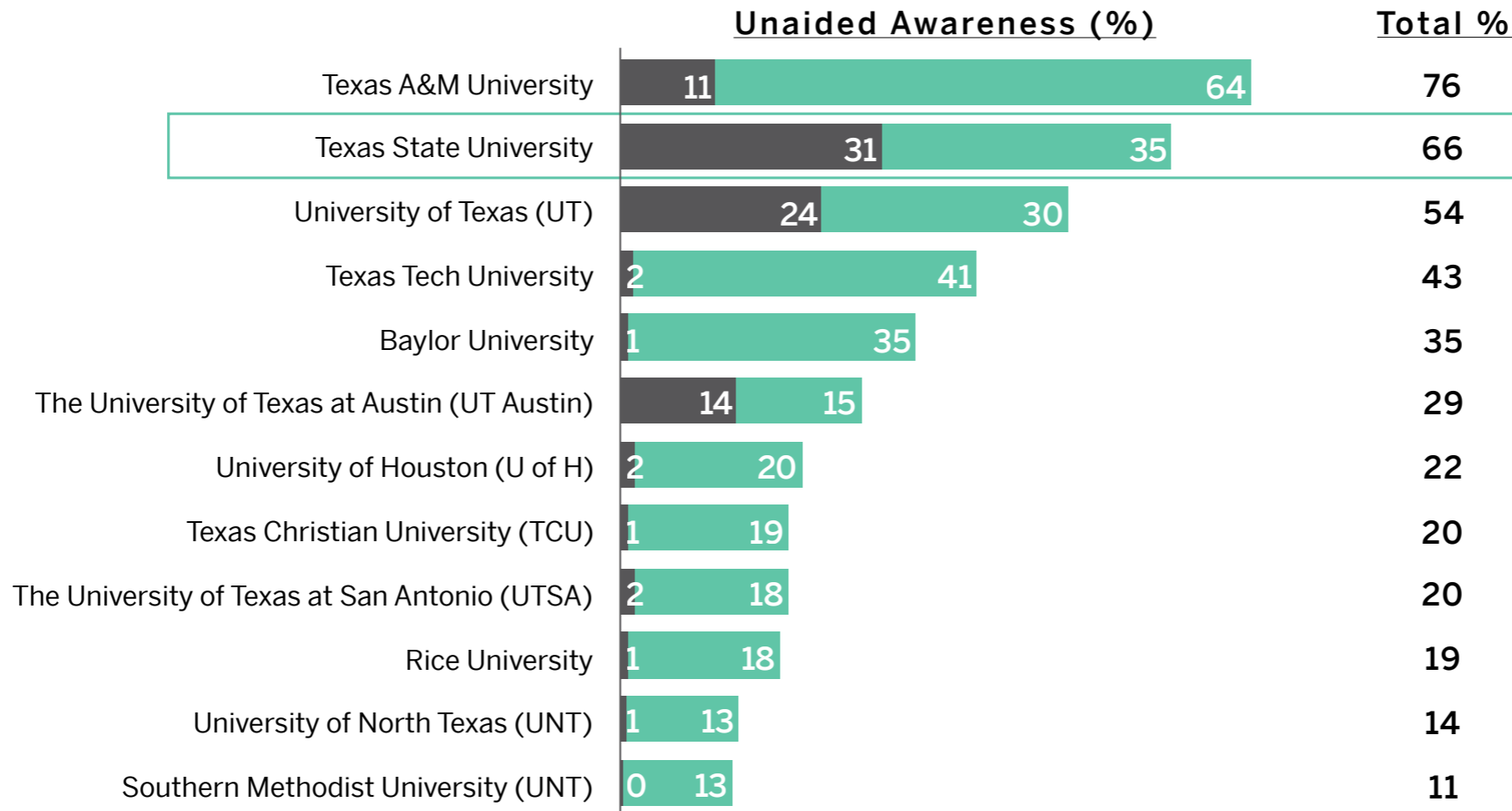
Increase awareness and promote positive impressions of Texas State University throughout Texas and the United States

Elevate from a regional research University to a national research university, driving recognition and growing reputation for academic rigor

Achieve strong enrollment goals, including increasing quality of enrolled students and attracting the top 25%

Brand Awareness & Reputation / Unaided Awareness

Texas State enjoys high unaided awareness, with 66% of respondents naming it unaided when asked about universities in Texas. Please note that figures skew higher from use of internal lists.



Brand Awareness & Reputation / T2B Familiarity

Familiarity of Texas State among Texas General Public is considerably lower than all other audiences.

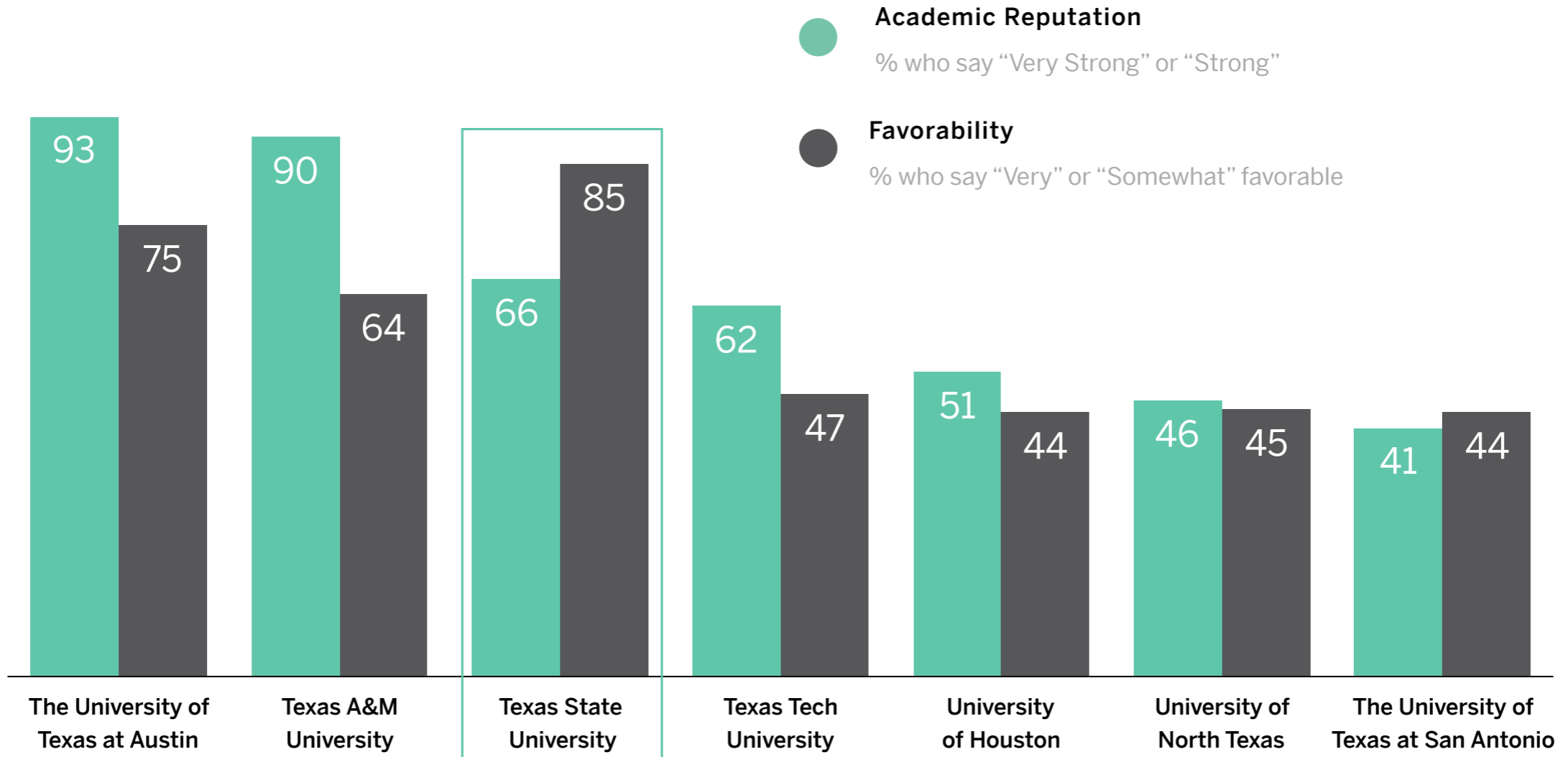
Summary of T2B Familiarity (Average %)

	Texas General Public	Prospective Students	Parents of Current Students	Current Undergraduate Students	Current Graduate Students	Alumni/Donors	High School Guidance Counselors	Faculty/Staff
Texas State University	34	77	92	99	97	98	92	98
Texas A&M University	46	57	65	51	37	62	74	47
The University of Texas at Austin	47	63	67	63	65	75	87	64
Texas Tech University	32	34	37	33	20	40	51	30
The University of Texas at San Antonio	32	38	24	34	24	41	43	33
University of Houston	36	35	33	32	22	31	42	23
University of North Texas	30	33	32	28	22	28	41	26

QA2. You may have already mentioned it, but have you heard of any of the following colleges or universities? - Yes Summary, T2B Average;
Base = Aware of University (Base varies)

Brand Awareness & Reputation / Favorability & Academic Reputation (Average All Audiences)

When reviewing average ratings across audiences, Texas State is rated third highest for academic reputation but highest for favorability.



Q4. What is your overall opinion about each of the following colleges or universities?; Q5. Based on your opinion, please rate the academic reputation of each of the following colleges or universities. - Average T2B Summary; Base = Aware of University (Base varies)

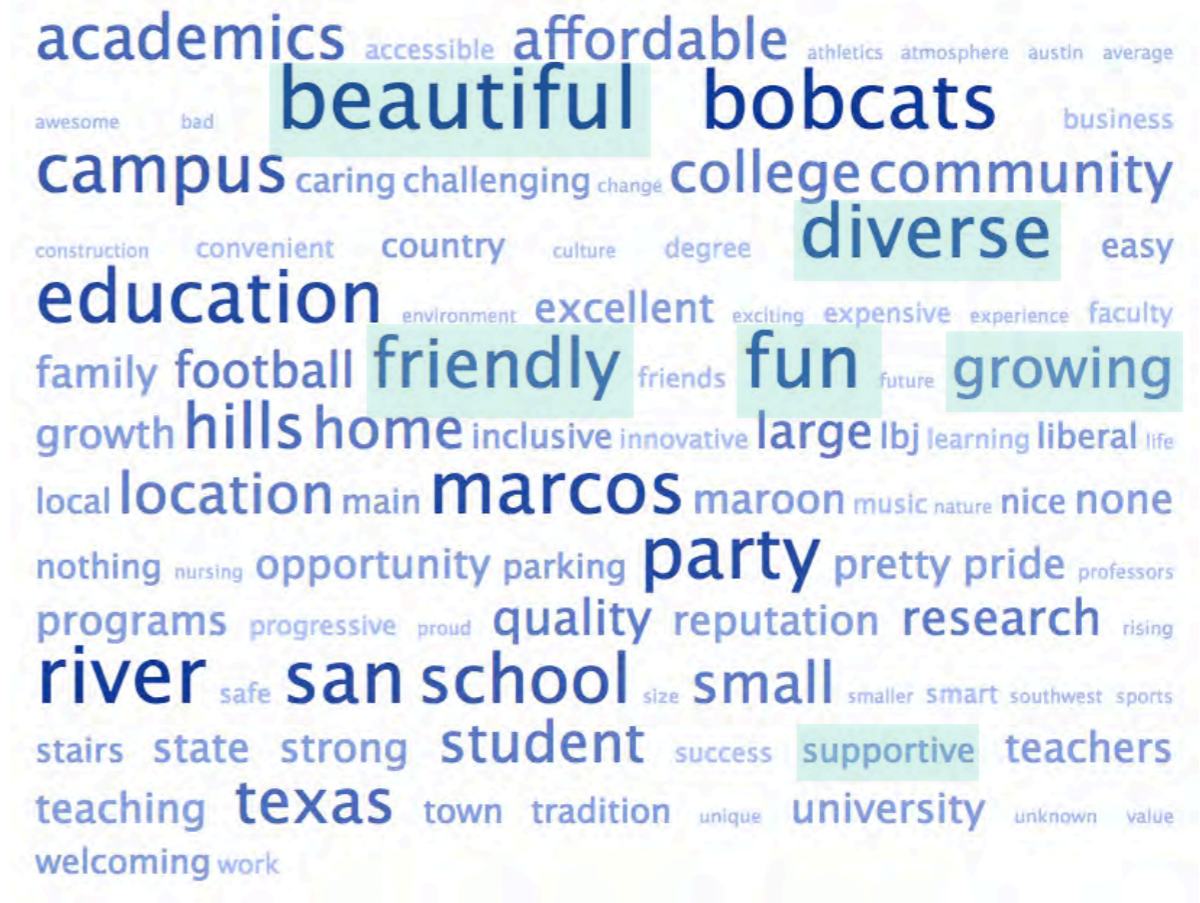
Brand Imagery / Top Of Mind Association Open-End (All Audiences)

Top-of-mind associations for TXST include positive descriptive terms as well as “diverse,” “growing” and “supportive.”

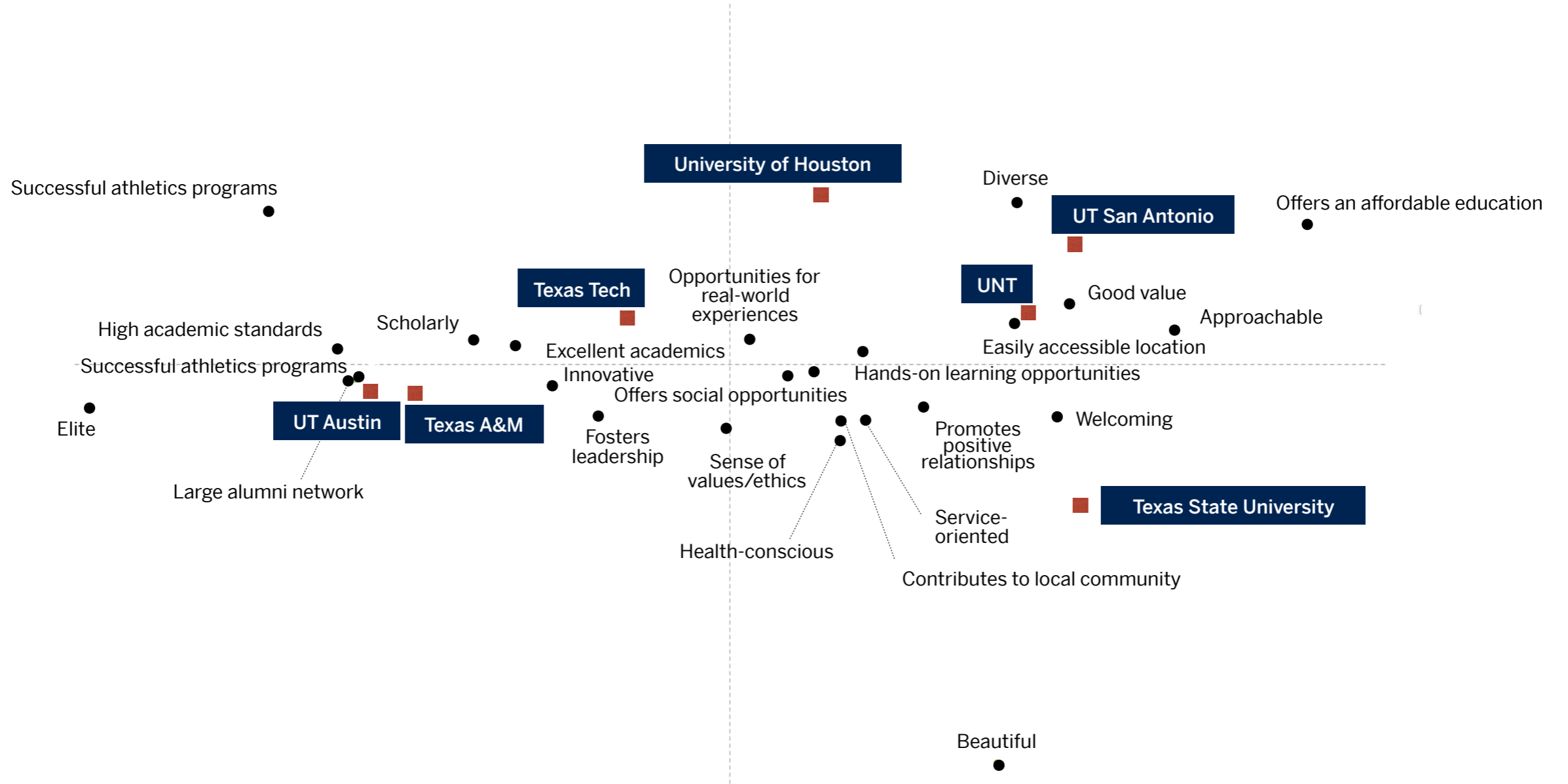
When you think of Texas State University, what are three words that come to mind?

Open-end themes

- ▶ “Beautiful”
- ▶ “Friendly”
- ▶ “Fun”
- ▶ “Diverse”
- ▶ “Growing”
- ▶ “Supportive”



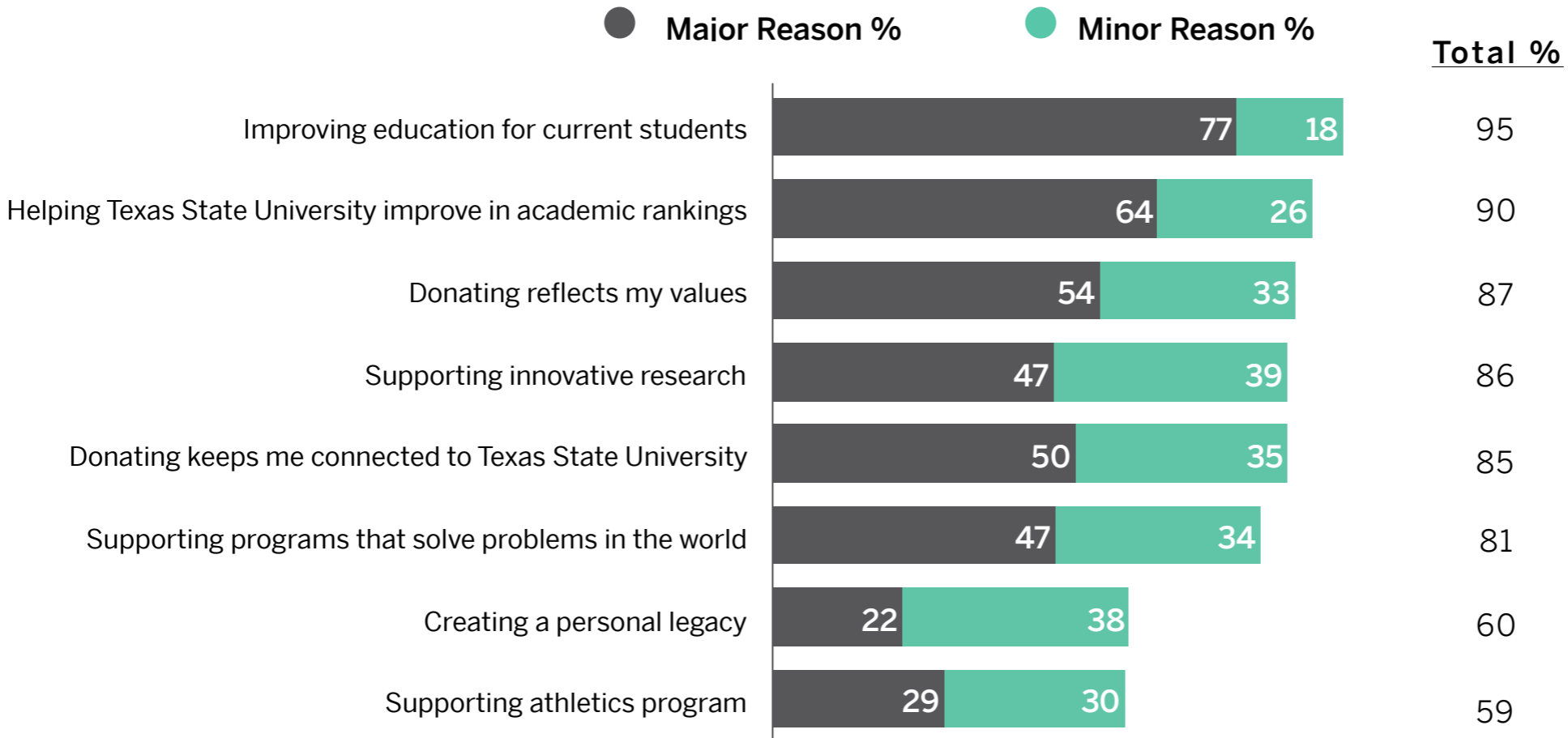
Brand Imagery / Perceptual Map - Average Of All Audiences



Donation & Engagement / Alumni/Donors Reasons For Donation

Alumni/Donors cite improving education and helping TXST improve in rankings as top reasons for donation.

Alumni/Donors' Reasons for Donation (%)



Messaging / Likes

Respondents liked many aspects of the concept statement, particularly mentions of excellence and solving real-world problems.

Low Mid High

Texas State University is an institution dedicated to excellence in teaching, research, and service, striving to solve real-world problems and prepare graduates to lead full and engaged lives. With faculty and staff fully committed to students, the school is characterized by a pervasive culture of care. Its diversity of people and ideas is embodied by its hard-working, determined student population, 52% of whom are ethnic minorities.

Located in the Texas Hill Country with the San Marcos River flowing throughout, the beautiful campus is accessible, welcoming, and one-of-a-kind. With its dedication to innovation, entrepreneurship, and its work toward becoming an R1 research institution, Texas State is pushing the frontiers of what's possible on campus, in the state, and in the world.

MOST LIKED

- ▶ Excellence
- ▶ Teaching
- ▶ Research
- ▶ Solving real-world problems

UNIQUE VALUE PROPOSITION

INTERCONNECTED INGENUITY

BRAND PILLARS

**COMMUNITY OF
ACHIEVERS**

**ACTIVATED
PURPOSE**

**INCUBATOR OF THE
FUTURE**

**ECOSYSTEM OF
IMPACT**

BRAND TONE

SPIRITED | INQUISITIVE | WARM | ENGAGED | TENACIOUS

OUR HUSTLE IS
HOMEGROWN.





ROOTED IN RESILIENCE



- **AND BUILT ON COMMON GROUND.**

We have strength in numbers. In community.

In banding together to achieve anything we set our minds to.



**OUR SPIRIT
IS UNFAILING.**



FORGED FROM

A SENSE OF BELONGING.



*Most biologically diverse
aquatic ecosystems*



*Protecting Endangered
Texas Wild Rice*



We combine knowledge with know-how. Exploring uncharted territory together. Tackling real-world problems as a team.





OUR PURPOSE IS PERSONAL.

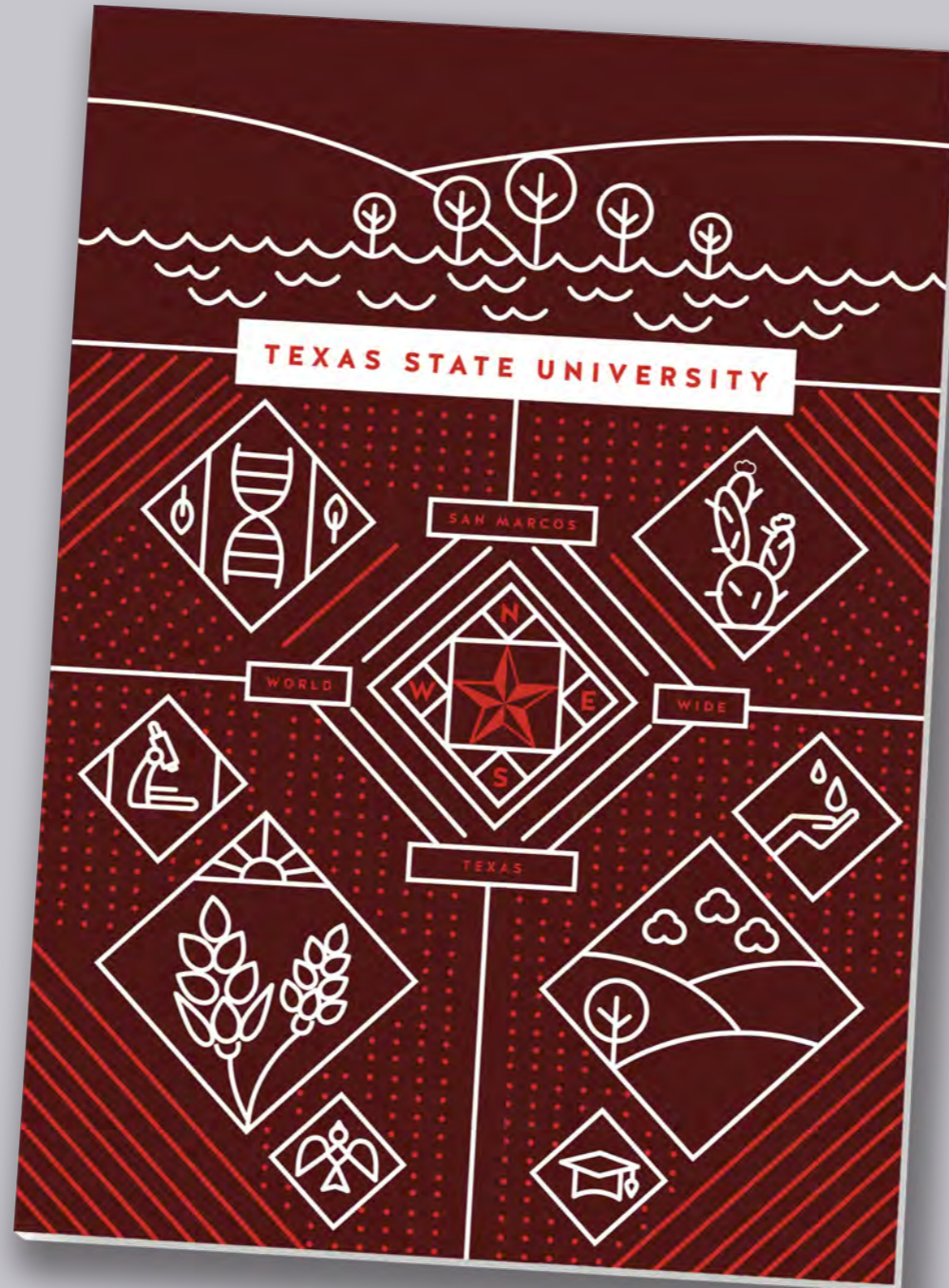
Eager to lend a hand, no matter who's reaching for it. We move forward with conviction. Thriving together. Striving for better.

SAN MARCOS TX, USA.



FOR THE GREAT STATE OF TEXAS.
FOR ALL OF US.







Endangered Texas wildflowers are only found in the San Marcos River.

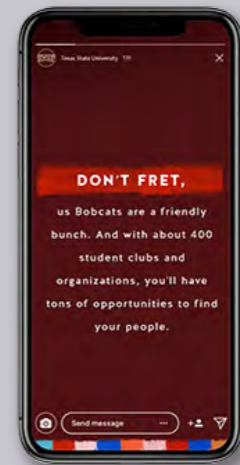
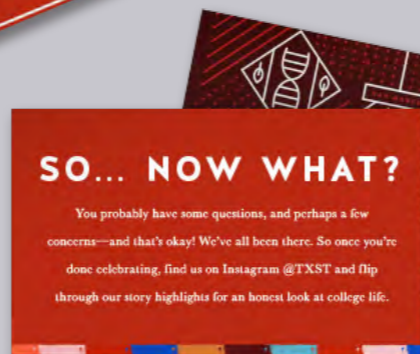
Here, students perform hands-on research to help uncover sustainable solutions for the water resource challenges we're facing today.

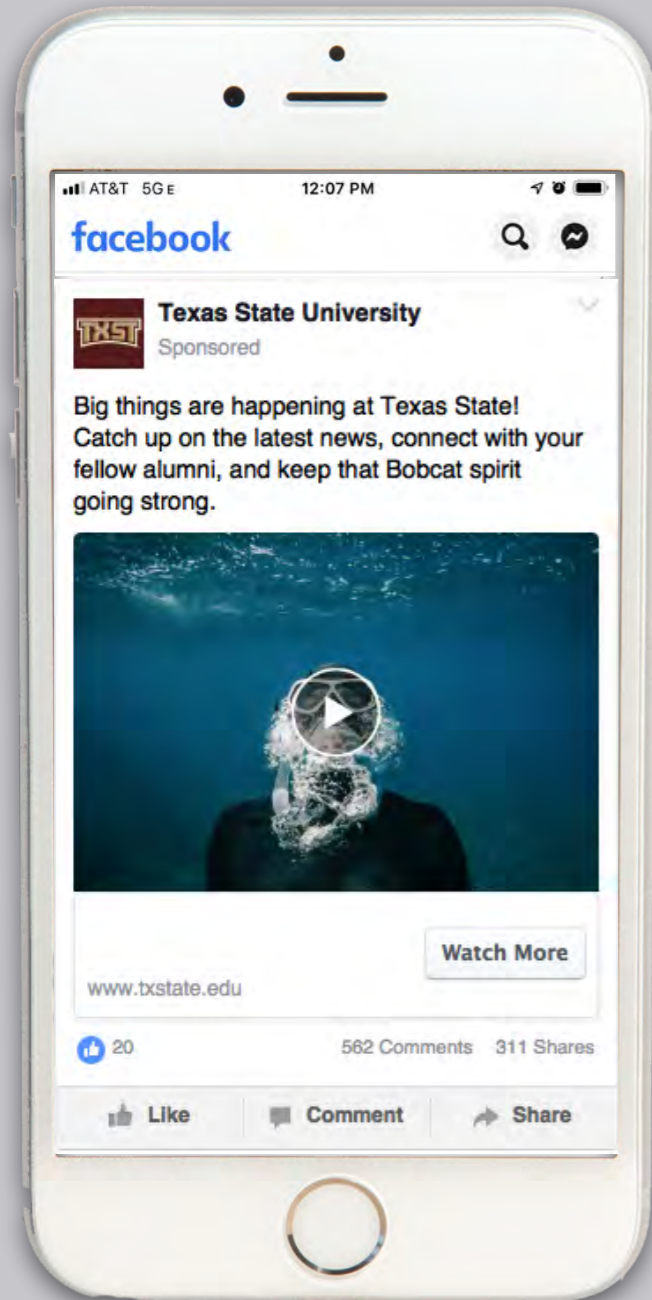


GET YOUR FEET WET

At the largest living laboratory on campus

Located on the historic Spring Lake, the Meadows Center for Water and the Environment is one of the best places in the world to study aquatic ecosystems and species. From groundwater research and watershed mapping to natural resource management and UV water purification, students and faculty explore uncharted territory together and tackle real-world problems as a team.





COMMUNITY
VITALITY

PROFESSORS
OF PRACTICE

CADRE
OF INTERDISCIPLINARY
RESEARCH

EVERYONE HERE IS PART OF SOLVING
FOR THE FUTURE

MARKET-FACING
LANGUAGE

RESEARCH
WITH
RELEVANCE

TEXAS STATE



IS A MICROCOSM
OF DIVERSITY



IN TEXAS



AND IN THE US

HISPANIC SERVING
INSTITUTION

THE STRENGTH
OF THE INSTITUTION
IS THE DIVERSITY
OF THE STUDENTS

WE TURN
KNOWLEDGE

INTO PRACTICE

STUDENTS AT
TEXAS STATE ARE



ACHIEVERS

“This is a diverse family that offers
emotional and financial support”

PERSISTENCE IN ACTION

RESEARCH WITHOUT
PUBLICATION IS



RESEARCH ENHANCEMENT PROGRAM

INNOVATION CORRIDOR

UNDER LEVERAGING



OUR REGIONAL PRESENCE

MAJORITY
MINORITY

WE MUST RETAIN OUR

LEGACY

AS A UNIVERSITY

**OF TRAINED
EDUCATORS**

TRANSLATIONAL
HEALTH IS
HEALTH TO YOU

“We are doing
interdisciplinary
transformative
work”

RISING
RESEARCH
INSTITUTION

**PART OF SOLVING
FOR THE FUTURE**

EMPATHETIC INNOVATION

DEMOGRAPHICS
THAT
REFLECT THE STATE

AN ORGANIZATION THAT—ALTHOUGH LARGE—
IS FLEXIBLE & OPEN TO CHANGE



PRIMARY



FOUNDATIONS



CORPORATIONS



HEADS OF FEDERAL
AGENCIES



CONGRESS /
LAWMAKERS

SECONDARY



ALUMNI / DONORS



PEER INSTITUTIONS



FACULTY



PROSPECTIVE
STUDENTS



CENTRAL TEXAS
COMMUNITY

**POWERING THE INNOVATION
CORRIDOR**



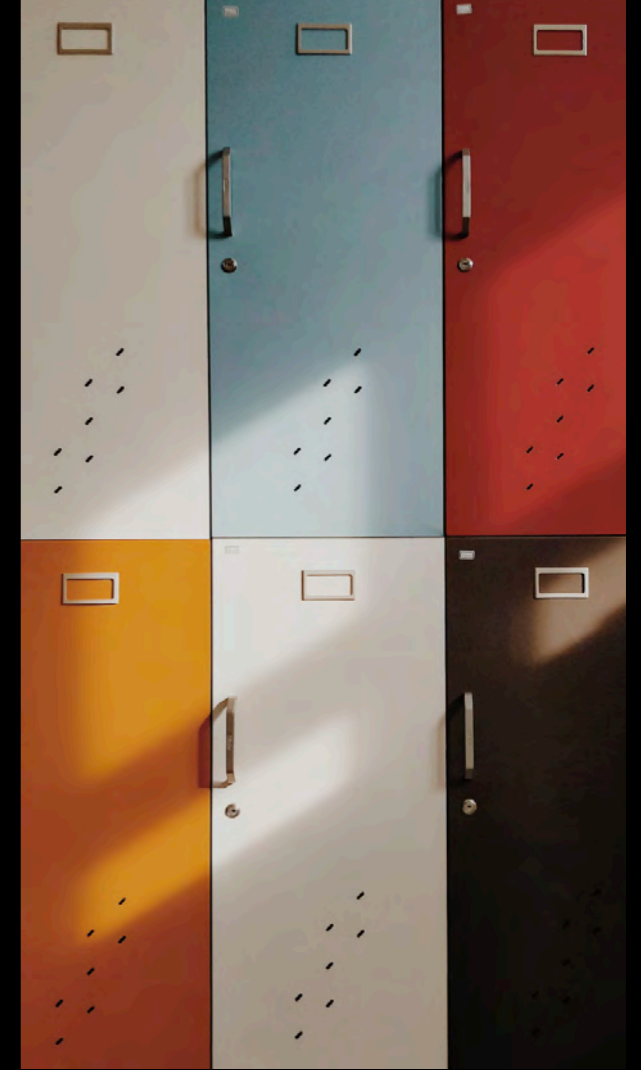
TRANSLATIONAL HEALTH



**ENVIRONMENTAL ABUNDANCE /
PROTECTING THE PLANET**



SOCIETAL RESILIENCE & SAFETY



Outlet name	Contact first name	Contact last name	Job title	Contact Email	Contact subjects	Outlet website
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All Things Considered - NPR	Claudio	Sanchez	Education Correspondent	csanchez@npr.org	Education Politics Education policy Human trafficking	http://www.npr.org/programs/all-things-considered
BuzzEd	Sharon	Shirin	Co-Editor	blzed_editor@saeb.edu	Business Higher education Management of education Education policy	http://www.bzedmagazine.com/
Bloomberg Businessweek	Shahen	Nasiripour	Reporter	snasiripour1@bloomberg.net	Higher education Finance Student interest Youth interest Politics	
Bloomberg Opinion	Tobin	Harshaw	Editorial Writer / Columnist	tharshaw@bloomberg.net	Food Military affairs Education National security	https://www.bloomberg.com/view/
Business Insider	Kelly	McLaughlin	General Assignment Reporter	kmclaughlin@businessinsider.com	Politics Sports industry Human trafficking	
BuzzFeed	Misty	Hemley-Clancy	Business of Education Reporter	misty.hemley-clancy@buzzfeed.com	Education, teaching and schools Education Education policy	
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CBS This Morning Saturday Edition - CBS Television Network	Gregory	Mirman	Producer	gm@cbnews.com	Education Lifestyle International news National news NAFTA	https://www.cbsnews.com/cbs-this-morning/saturday/
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Hechinger Report	Sarah	Garland	Executive Editor	garland@hechingerreport.org	Education Teaching	http://hechingerreport.org
Hechinger Report	Tara	Garcia Mathewson	Staff Writer	tara@hechingerreport.org	Race relations Local government Higher education Teaching Management of education Education policy Education National and Regional Identity / Separatism	http://hechingerreport.org
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NBC News	Rehema	Ellis	Education Correspondent	rehema.ellis@nbc.com	Education Learning Disabilities	
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OpinionJournal - The Wall Street Journal	Alysis	Finley	Assistant Editor	Alysis.Finley@wsj.com	affairs	http://www.wsj.com/public/page/news-opinion-commentary.html
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The Wall Street Journal	Leslie	Brody	Education Reporter	leslie.brody@wsj.com	Education	



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Associate Professor, Department of Psychology
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Adolescents, Prescription Misuse and Psychopathology,
Adolescent and Young Adult Nicotine Use



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Obesity, Youth Engagement in Social Media, Teasing
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Drumtastic®, Yoga Interventions for Children and Youth in Special Education, Alternative Therapies



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FAMILY

What People Actually Say Before They Die

Insights into the little-studied realm of last words

MICHAEL ERARD JAN 16, 2019

MORE STORIES

What Good Is Thinking About Death?
JULIE BECK

KOLESOV SERGEI / SHUTTERSTOCK / THE ATLANTIC

Some contemporary approaches move beyond the oratorical monologues of yore and focus on emotions and relationships. Books such as *Final Gifts*, published in 1992 by the hospice nurses Maggie Callanan and Patricia Kelley, and *Final Conversations*, published in 2007 by Maureen Keeley, a **Texas State University** communications-studies scholar, and Julie Yingling, professor emerita at Humboldt State University, aim to sharpen the skills of the living for having important, meaningful conversations with the dying. Previous centuries' focus on last words has ceded space to the contemporary focus on last conversations and even nonverbal interactions. "As the person gets weaker and sleepier, communication with others often becomes more subtle," Callanan and Kelley write. "Even when people are too weak to speak, or have lost consciousness, they can hear; hearing is the last sense to fade."

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NATIONAL

After Grim Deaths In The Borderlands, An Effort To Find Out Who Migrants Were

May 21, 2019 · 5:00 AM ET

 JOHN BURNETT



Kate Spradley watches her team of **Texas State University** graduate students during the intake process of OPID 699. Operation Identification, or OPID, led by Spradley, was founded in 2013 at the Forensic Anthropology Center at the university.

Remains are identified in a discreet laboratory in the hill country southwest of Austin that's part of **Texas State University**.



The screenshot shows the NPR website interface. At the top left is the NPR logo. To the right are links for 'SIGN IN', 'NPR SHOP', and 'DONATE'. Below this is a navigation bar with 'NEWS', 'ARTS & LIFE', 'MUSIC', 'SHOWS & PODCASTS', and 'SEARCH'. The main content area features a play button icon with a duration of 8:15, a 'PLAYLIST' button, and options for 'DOWNLOAD', 'EMBED', and 'TRANSCRIPT'. The article title is 'Operation Identification Helps Repatriate Remains Of Migrants Who Don't Make It', dated May 20, 2019, and heard on 'All Things Considered' by John Burnett. The article text begins with 'Thousands of migrants continue to stream across the U.S.-Mexico border every day. Some try to evade capture. Operation Identification helps to repatriate the remains of those who don't make it.' A 'Transcript' button is visible below the text.

BURNETT: So who do they belong to? That's what they try to find out in a discreet laboratory in the hill country southwest of Austin that's part of **Texas State University**. It is here where they seek the story of the bones.

Operation Identification attempts to locate, identify and repatriate the migrants who die namelessly in the Texas borderlands. Inside this white-tiled lab, skeletons repose on steel tables. An air exchanger filters the potent odors. Intense graduate students in gloves and blue biohazard smocks are preparing for an intake.

The screenshot shows a web page from US News & World Report. The top navigation bar includes 'HEALTH' and various sub-categories like 'Hospitals', 'Doctors', 'Senior Care', 'Wellness', 'Diets', 'Health Insurance', 'Conditions', and 'Rankings'. The article title is 'ADHD Medications Can Cause These Side Effects'. Below the title is a sub-headline: 'Medications can cause decreased appetite, moodiness and stomach aches.' The author is 'Ruben Castaneda, Staff Writer' and the date is 'May 29, 2019, at 12:20 p.m.'. The article text begins with 'This article is based on reporting that features expert sources including John T. Walkup, MD; Ty S. Schepis, PhD; Jyoti Bhagia, MD'. The main text starts with 'PRESCRIPTION MEDICATION for attention deficit hyperactivity disorder, or ADHD, helps millions of children and adolescents in the U.S. manage the condition, says Dr. John T. Walkup, chair of the Pritzker Department of Psychiatry at Lurie Children's Hospital of Chicago. "The science is crystal clear: Prescription medications can be extremely effective for people who have been diagnosed with ADHD."'. A 'MOST POPULAR' section is visible on the right side of the page.

HOME / HEALTH / HEALTH CARE / PATIENT ADVICE

ADHD Medications Can Cause These Side Effects

Medications can cause decreased appetite, moodiness and stomach aches.



By Ruben Castaneda, Staff Writer May 29, 2019, at 12:20 p.m.



This article is based on reporting that features expert sources including John T. Walkup, MD; Ty S. Schepis, PhD; Jyoti Bhagia, MD

PRESCRIPTION MEDICATION for attention deficit hyperactivity disorder, or ADHD, helps millions of children and adolescents in the U.S. manage the condition, says Dr. John T. Walkup, chair of the Pritzker Department of Psychiatry at Lurie Children's Hospital of Chicago. "The science is crystal clear: Prescription medications can be extremely effective for people who have been diagnosed with ADHD."

The vast majority of people diagnosed with ADHD are kids and adolescents, though some adults can have it, too. The condition is one of the most common mental disorders in children; An estimated 8% of kids have ADHD, according to the American Psychiatric Association, and about 2.5% of adults in the U.S. have the condition. In individuals who were diagnosed with ADHD in childhood or early adolescence, about one-third cease having symptoms, says Ty S. Schepis, associate professor of psychology at Texas State University in San Marcos, Texas. About a quarter to one-third of people diagnosed with ADHD as youngsters continue to have symptoms, which will change or diminish over time. Finally, about a third of people diagnosed with ADHD as kids will continue to have symptoms in adulthood. Generally, the later the ADHD diagnosis is made, the more likely the person will continue to have symptoms. "Like most psychiatric disorders, (the prevalence) of ADHD varies over development or by age," Schepis says.

MOST POPULAR

FOR BETTER
What's a Social History?



PATIENT ADVICE



The vast majority of people diagnosed with ADHD are kids and adolescents, though some adults can have it, too. The condition is one of the most common mental disorders in children; An estimated 8% of kids have ADHD, according to the American Psychiatric Association, and about 2.5% of adults in the U.S. have the condition. In individuals who were diagnosed with ADHD in childhood or early adolescence, about one-third cease having symptoms in adulthood, says Ty S. Schepis, associate professor of psychology at Texas State University in San Marcos, Texas. About a quarter to one-third of people diagnosed with ADHD as youngsters will continue to have symptoms, which will change or diminish over time. Finally, about a third of people diagnosed with ADHD as kids will continue to have symptoms in adulthood, he says. Generally, the later the ADHD diagnosis is made, the more likely the person will continue to have symptoms. "Like most psychiatric disorders, (the prevalence) of ADHD varies over development or by age," Schepis says.

Ty S. Schepis Ph.D.



Ty S. Schepis, Ph.D., is an associate professor of psychology at **Texas State University**. He obtained his Ph.D. in clinical psychology from the University of Texas Southwestern Medical Center, and he completed a National Institutes of Health-funded Postdoctoral Fellowship in Substance Abuse at Yale School of Medicine. His primary expertise is in prescription medication misuse and nicotine use across the lifespan, and his work has been published in notable academic journals, including *Addiction*, *Journal of Consulting and Clinical Psychology*, *Journal of the American Academy of Child and Adolescent Psychiatry*, and *PAIN*. He has been a principal investigator on four funded National Institutes of Health research grants, all from the National Institute on Drug Abuse, with over \$1 million in total research funding.

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Why Everyone Should Be Concerned About Adolescent Vaping

What we know is bad, but what we don't know could be scarier.

Posted July 11, 2019

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In 2019, it seems that e-cigarettes and vaping have fallen in the crosshairs of schools and local and state governments, all of whom are considering how to approach vaping among adolescents and young adults. The city of San Francisco is set to institute a ban on e-cigarette sales; Aspen, Colorado, has banned flavored liquids to be used in e-cigarettes; and school administrators are struggling with whether to treat vaping either as a substance use or as a disciplinary problem (to be clear, it should be treated as a substance-use problem).

Vaping remained under the radar for many years, but evidence continues to accumulate about its potential harm in adolescents. Nationwide surveys

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Back in the News: Adolescents and Vaping

Did JUUL specifically target adolescents? Evidence suggests they did.

Posted July 18, 2019

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Before discussing the news from a subcommittee of the US House Oversight and Reform Committee on whether JUUL marketed their products directly to teens, I want to mention that I will be starting a multi-part series on the US opioid epidemic in the next few weeks. I'm planning to cover the history of the epidemic, explain what fentanyl is (and why it is so dangerous), highlight some personal stories and then propose ways forward. If you have topics you want me to address or specific questions I can work into a post, please let me know in the comments section.

With that out of the way, I wanted to highlight the recent congressional hearing on JUUL, which was covered in more detail [here](#) and [here](#) (among

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Understanding the Opioid Crisis in the United States

A six-part series on opioids, overdose and where we should go.

Posted Aug 27, 2015

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Readers of this blog are certainly aware that the United States is in the midst of what has been widely described as an "opioid crisis" or an "opioid epidemic." I remember the first time that I was made aware of the severity of the epidemic being covered in mainstream media, I was in a physician's office and had picked up an issue of *Time Magazine* from June 2015 that described opioid misuse as creating "the worst addiction crisis ever seen in America." While alcohol and tobacco would deservedly like to have a say about what substance has created the greatest societal health problems, the number of individuals in the U.S. who have died from an opioid overdose is staggering. As a researcher whose primary area of work is prescription drug misuse, though, I have been aware of the dangers of opioid misuse for nearly a decade.

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Understanding the Opioid Crisis in the United States: Part 2

What are opioids and how did we get here?

Posted Sep 10, 2015

SHARE | TWEET | EMAIL | MORE

Welcome back for the second part of a multi-part series on the opioid crisis in the United States. Part 1 was an overview and addressed the current picture of the opioid crisis. Today's post will address two main topics:

- What are opioids?
- How did we get to a crisis point with opioids?

Before we go any further on the opioid crisis, let's pause and define what an opioid is. Opioids were initially derived from opium poppy, and they currently come in three forms: naturally occurring (as in opium, codeine and morphine), modified versions of those chemicals (semi-synthetic opioids, like oxycodone [Oxy-Contin]) or heroin, and fully synthetic opioids (like fentanyl). Medically, their purpose is to treat significant pain, though they've

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Understanding the Opioid Crisis in the United States: Part 3

Fentanyl and why restricting opioid prescriptions is not the solution.

Posted Apr 14, 2019

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Hello again to everyone – this is the third post in a multi-part series on the opioid crisis in the United States. Our first two entries (first one [here](#), second one [here](#)) covered the current state of the opioid crisis and the evolution of the crisis, respectively. For this post, it will look into fentanyl, which has become the major contributor to opioid overdose currently.

For those of you who need a refresher (or first look) at what an opioid medication is, please see my [second post](#). Assuming you know what opioids are, it is safe to say that prescription fentanyl is simply an opioid. It is, however, a very, very potent opioid—the teaser picture of a few grains next to a penny illustrates what would typically be a lethal dose. [This guide](#)



Intelligencer



MASS SHOOTINGS | SEPT. 3, 2019

Trump Could Take Real Action to Stop Mass Shootings. Instead, He's Turning to the Death Penalty.

By Zak Cheney-Rice



The scene near Midland and Odessa, Texas, after a mass shooting on August 31.

Thirteen people died over Labor Day weekend as a result of mass shootings. Eight were killed on Saturday when a 36-year-old gunman rampaged through Midland and Odessa, in West Texas. On Monday, five members of the same family were killed in Elkmont, Alabama; a 14-year-old boy — who was also a relative — confessed to shooting them all. Both shootings occurred roughly a month after two previous back-to-back massacres: the killing of 22 mostly Hispanic people by a white supremacist at an El Paso Walmart on August 3, and that of nine more the next day in Dayton, Ohio, including the shooter's sister.

The shootings and their immediate aftermath are linked by three components: Aggrieved young men, easy access to firearms, and thus-far empty promises from President Trump to curtail their recurrence. The first

It makes even less sense as a strategy to stop mass shootings: According to the Advanced Law Enforcement Rapid Response Training Center at Texas State University — per its website, the FBI-designated national standard in active shooter response training — the majority of mass shootings end in suicide or the attacker getting shot. If mass killers are deterred by the

September is the new January: Here's how to set and tackle big goals this fall

Want to lose weight, save money or learn a new skill? Put that old back to school feeling to good use with these smart strategies.



Creating 'new year' resolutions for the fall can also help us deal with the holiday stress ahead. ryasick / Getty Images

“Take a few minutes to think about some little things that regularly irritate you but aren't big enough to get on your radar to fix,” says [Cheryl Fulton](#), associate professor in the professional counseling program at [Texas State University](#). “This can be things like a squeaky door, a pile of papers that need filing or a person that you need to say no to – anything that regularly gets a sigh or eye roll from you but doesn't seem important to address right now. Pick one of these things to tackle once a month. Tackling these small annoyances can add up to less stress and greater peace of mind.”

Sept. 3, 2019, 9:07 AM
By Nicole Spector

The kids are heading and soon the trees w
clad step. It's not the end of the year, but it is the end of another summer, and the beginning of autumn, the season that of all four, feels the most robustly [symbolic of change](#).

Fall is also a favorite time of year to implement and/or reinvigorate goals. A [new report from Pinterest](#) revealed that goal-related searches are on the rise, with more people seeking inspiration around goal planning (up 128 percent), goal lists (up 101 percent), big family goals (up 86 percent) and [life goals](#) (up 81 percent).

Pinterest's data comes as no surprise to [Jenna Palumbo](#), a therapist at Evergreen Therapy in Illinois, who says she notices clients shifting their attention toward goal setting this time of year.

How to talk to your kids about weight

We all want our kids to be healthy, but approaching their weight the wrong way can do more harm than good.



Getting your kids involved in cooking healthful recipes helps them feel empowered and gets them excited about eating healthy meals.
Maskot / Getty Images/Maskot

“ When adults obsess over their own body fat in front of children, they model that behavior and anxiety as normal.

NICOLE TAYLOR, ASSOCIATE PROFESSOR OF ANTHROPOLOGY AT **TEXAS STATE UNIVERSITY**

Sept. 8, 2019, 10:41 AM EDT

By Samantha Cassetty, RD

One in five American children is considered obese, according to [data from the CDC](#), but weight loss in kids is a touchy subject. Just

recently, WW (formerly known as Weight Watchers) was criticized for an attack after launching an app aimed at helping people lose weight. Reaction on social media was fierce, with outrage and concern that the tracking app could lead to an unhealthy fixation on food and body weight, which can be life-threatening for those with eating disorders, a misguiding. [An American Academy of Pediatrics report](#) suggests that among children, being overweight is a risk factor for both obesity and depression. A study found that girls who weren't dieting were three times more likely to be depressed compared to girls who didn't diet. T

“ Giving children a meaningful role in creating healthy meals will help them to feel more invested in sustaining behavior change around eating habits.

You can also get your kids involved in selecting [healthful recipes](#), food shopping and cooking. “This helps children feel empowered and gets them excited about what they’re eating,” Cardel explains. Nicole Taylor, Associate Professor of Anthropology

at **Texas State University**, and an expert in social issues related to childhood obesity and body image concerns, adds, “Giving children a meaningful role in creating healthy meals will help them to feel more invested in sustaining behavior change around eating habits.”

Inside the Four-Year Forensic Search to Give One Migrant Family an Answer

Christian Gonzalez grew up riding ATVs, ran cross-country in high school, and spoke English without an accent. So what was he doing in the middle of a deadly desert, risking his life to return to the American town he called home? Forensic scientists in south Texas want to give his family—and hundreds of others—some closure.



At the Forensic Lab at Baylor University, a scanner makes a 3D image of the skull of an unidentified migrant who died attempting to enter the United States.

I. CASE #0383

This work, of exhuming the unnamed, was being carried out by two forensic anthropologists and their students, who had traveled to this cemetery from two universities, Baylor, in Waco, Texas, and the University of Indianapolis. After placing #0383 in the new bag, several of the students walked him to a staging area. There, a member of the Brooks County Sheriff's Department hoisted him into a refrigerated trailer, where he would be safe until he was driven out of the burial ground and into a temporary holding facility two miles away.

The plywood box containing the remains of Case #0383 was placed east to west next to those of five others—one female and four males—in a shallow trench near the back of the cemetery. By the time the markers ("Unknown Male," "Unknown Female") were placed, the cemetery's groundskeepers, who pointed out places where bodies were buried, the forensics team planned to do post-mortem

"But the more we dug, the more we found," says a forensic anthropologist from the University of Indianapolis biology student who spent a week at the site.

More trenches, more plywood boxes, more body bags, more human bones. These were not "mass graves," as the report, but individual burial containers—in some cases, they were crammed together in no particular arrangement.

Forty-five of the first sixty-eight cases from Sacred Heart—including Case #0383—were transferred to Texas State under the umbrella of a service-learning program called Operation Identification, or OpID. Kate Spradley, forty-six, a slim, quiet woman with short brown hair and dark-rimmed glasses, is the director of OpID. Its goal is to process, identify, and repatriate the remains of migrants who died in south Texas. As even more unmarked burials were discovered in Brooks County in 2014 and 2015, Texas State gradually took over the exhumations in Falfurrias, which continue to this day.

After his removal from Sacred Heart, Case #0383 was driven to San Marcos, Texas, a trip that ended at the Freeman Ranch, a sprawling, thirty-five-hundred-acre farm complex where J. Edgar Hoover reportedly liked to hunt. Now it houses the Forensic Anthropology Center at Texas State University (known as FACTS). The center has two main components, the Forensic Anthropology Research Facility (FARF), where researchers study the process of human decomposition in a range of outdoor environments, and the Osteology and Research Processing Laboratory (ORPL), which is devoted to the analysis and identification of human remains. At twenty-six acres, FARF is the largest outdoor decomposition facility, more commonly known as a body farm, in the world.

How Your Hot Yoga Class Can Help Your Heart

The cross-training benefits may be even greater than you thought.



By ELIZABETH MILLARD OCT 9, 2019

Although this is preliminary research and also a very small sample size, researchers found the results promising, said lead study author **Stacy Hunter, Ph.D.**, an assistant professor and director of the cardiovascular physiology lab at **Texas State University**.



FIZKES / GETTY IMAGES

You're looking down at a not-inconsiderable puddle of sweat, trying to breathe, holding a pose that seems way too long and you start to wonder: Is hot yoga actually any better than non-Hades yoga?

According to a preliminary research presented at the American Heart Association's Hypertension Scientific Sessions, it's certainly a big plus for your blood vessels—even if it's tough on your yoga mat.

Standard, room-temperature yoga has been linked to better blood pressure effects in previous research, but this is one of the few studies to look at hot yoga specifically.

Researchers recruited 10 men and women, between the ages of 20 to 65, all with either elevated blood pressure or stage 1 hypertension. The participants were not taking any blood pressure medication and had not engaged in regular fitness activity for at least six months prior to the study timeframe.

Five participants were assigned to take 12 weeks of hot yoga classes, three times weekly for at least an hour per session, in a room at 105 degrees Fahrenheit. The other five were a control group, and did not do yoga at all, hot or otherwise.



Mental Health Illustrations On Instagram Create Community

By [MARIELA SANTOS](#) | Oct 10, 2019 |



If you have ever struggled with a mental health condition, you are not alone — around one in five people in the United States have a mental health condition, according to the National Alliance on Mental Illness. While mental health services can be found everywhere, there are still several obstacles that can often be found attached to mental health conditions, especially for those living with the conditions. That's why Instagram is also home to many

mental health content about mental illness, illustrators — who are often regular people who struggle with mental illness themselves — can feel more personal to interact with.

According to [Dr. Nicole Taylor](#), an associate professor at Texas State University's Anthropology Department who researches social media trends, plenty of studies have found correlations between [social media use and negative mental health impacts](#). She adds that there are plenty of positives to sharing on social media, like developing and disseminating creative ideas and the opportunities for community engagement, not to mention "expanding connections through shared interests; and

According to [Dr. Nicole Taylor](#), an associate professor at [Texas State University's](#) Anthropology Department who researches social media trends, plenty of studies have found correlations between [social media use and negative mental health impacts](#). She adds that there are plenty of positives to sharing on social media, like developing and disseminating creative ideas and the opportunities for community engagement, not to mention "expanding connections through shared interests; and connecting with a more diverse, global community than is possible through face-to-face engagement." Still, Taylor says, "those connections lack the depth of face-to-face interactions, resulting in feelings of loneliness," and she's not aware of research that looks at how being a part of an online community can help people with mental illness.



What Happens To Your Brain When You Swipe Right On Dating Apps

By [ANNAKEARA STINSON](#) | Oct 13, 2019 | [f](#)



Jessica James, a lecturer at **Texas State University** who recently authored the chapter, "Love At Our Fingertips: Exploring the Design Implications of Mobile Dating Technologies," in a publication about sex in the digital age, tells Bustle that she focuses on what motivates people to use online dating sites, specifically Tinder. This means understanding the potential of new "media gratifications" granted by smartphones and mobile technology. James proposes that there is quite literally a lot at play when you're swiping.

If you use dating apps, you've probably noticed when you're looking through all the romantic options on your brain when you swipe right or left to keep you coming back for more, even when you aren't necessarily finding love? Well, there are quite a few underlying processes at play in the noggin during that quick decision on someone's profile — so many, in fact, that it's a little disconcerting. One of them is the instant reaction of attraction or romance.

"Love at first sight is a real thing," Dr. Helen Fisher, senior research fellow at The Kinsey Institute, and author of *Why We Love: The Nature and Chemistry of Romantic Love*, tells Bustle. "Now, it can totally dissolved as you meet and talk to the person, but it can be triggered by pictures."

Fisher has found in her research that there are three basic brain systems when it comes to relationships and dating: sex drive, romantic love, and feelings of deep attachment. These are potentially activated when you're swiping, and are areas of

HOME > PARENTING > BETTER PARENTING

5 Easy Ways to Unplug From Technology as a Family

With kids and adults spending more and more time on their screens, technology is coming in the way of quality family time. Experts offer simple tips to unplug and reconnect.

By **Beth Ann Mayer** | October 18, 2019

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Technology is expected to connect us, but new research shows it's often doing the opposite. "There are opportunities to connect and learn, but too much of a good thing causes trouble," says **Jon Lasser**, Ph.D., associate dean for research and sponsored programs at the College of Education at **Texas State University** and co-author of *Tech Generation*.

Technology is expected to connect us, but new research shows it's often doing the opposite. "There are opportunities to connect and learn, but too much of a good thing causes trouble," says Jon Lasser, Ph.D., associate dean for research and sponsored programs at the College of Education at Texas State University and co-author of *Tech Generation*.

Kids and teens spend more than seven hours a day on their screens. And increasing screen time by even one hour annually can make a teen more depressed, according to a recent study published in *JAMA Pediatrics*. There is less information on the link between adults' screen time and mental illness, but the limited research shows it's problematic. Estimates show U.S. adults spend more than half the day consuming media, and people over the age of 20 who spend more than six hours per day looking at a screen have a higher chance of being depressed.

These habits often also come between quality family time and many families are seeking ways to unplug. That doesn't mean they need to ditch devices altogether. Experts say frank discussions about technology use, ground rules, and simple tactics to go device-free can help families reconnect.

The screenshot shows a Yahoo! Lifestyle article page. At the top, there is a navigation bar with links for Home, Mail, News, Finance, Sports, Entertainment, Search, Mobile, and More. Below this is the Yahoo! Lifestyle logo and a search bar. A secondary navigation bar includes links for Lifestyle Home, Style, Beauty, Wellness, Horoscopes, Shopping, Pets, Video, Pop Culture, and News. On the right side, there are social media icons for Twitter, Facebook, Instagram, and Pinterest, along with a 'Follow Us' button and a 'Sign in' button with a mail icon.

5 Easy Ways to Unplug From Technology as a Family

Beth Ann Mayer
Parents October 18, 2019

Technology is expected to connect us, but new research shows it's often doing the opposite. "There are opportunities to connect and learn, but too much of a good thing causes trouble," says Jon Lasser, Ph.D., associate dean for research and sponsored programs at the College of Education at Texas State University and co-author of *Tech Generation*.

Kids and teens spend more than [two hours a day](#) on their screens. Spending more than one hour annually can make a teen more likely to be depressed. A recent study published in *JAMA Pediatrics*. There is less information on adults' screen time and mental illness, but the limited research shows that U.S. adults spend more than half the day on screens. Estimates show U.S. adults spend more than half the day on screens. Over the age of 20 who spend more than six hours per day looking at a screen have a higher chance of being depressed.

These habits often also come between quality family time and many families are seeking ways to unplug. That doesn't mean they need to ditch devices altogether. Experts say frank discussions about technology use, ground rules, and simple tactics to go device-free can help families reconnect.

• **RELATED:** [Managing Your Child's Screen Time](#)

Lay the Foundation to Use Tech Less

Families should discuss how technology is impacting their lives and agree on what an appropriate amount of screen time is. "We also want to seek kids' input instead of a top-down approach," says Dr. Lasser.

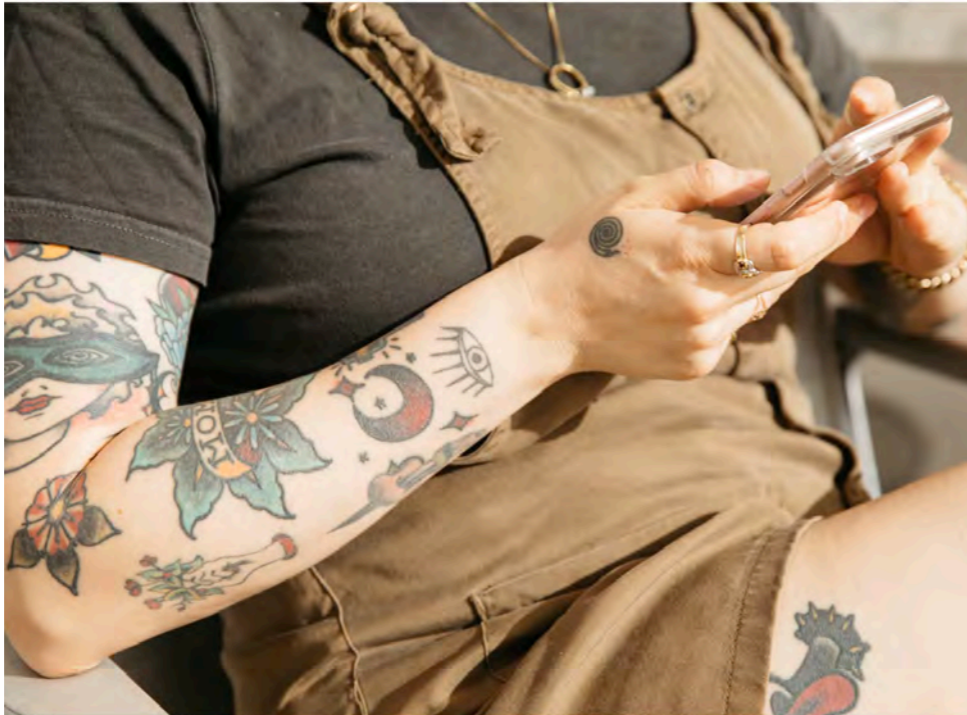
The American Academy of Pediatrics' [Family Media Plan](#) helps families discuss the importance of keeping up with tech-free activities, such as going outside. As these talks progress, families should come up with limits and write them down.

Technology is expected to connect us, but new research shows it's often doing the opposite. "There are opportunities to connect and learn, but too much of a good thing causes trouble," says Jon Lasser, Ph.D., associate dean for research and sponsored programs at the College of Education at Texas State University and co-author of *Tech Generation*.



How To Use Your Phone More Mindfully In 9 Simple Steps

By [BRANDI NEAL](#) | Oct 19, 2019 | [f](#)



Dr. Nicole Taylor is an associate professor at **Texas State University's** Anthropology Department who researches social media trends. She told Bustle for a previous article on [social media use and mental health](#) that social media use can help people connect "with a more diverse, global community than is possible through face-to-face engagement," but that "those connections lack the depth of face-to-face interactions," which can result in feeling lonely – which not great for your mental health.

If you have major FOMO using it too much. A engaged with their s more mindful of how in old-timey days so

thousands of miles to hang out in person, it's likely that very little of the [time you spend on your phone](#) these days involves talking.

In fact, data from Flurry Analytics, an app for developers to track user data, found that 50% of all [phone time is spent on social media](#), messaging, and entertainment. Overall, the number of hours you're glued to your phone each day has risen by 20% in just two years, this data shows. It can also be absolutely mind-boggling to think about – and I mean *really* think about – how much time we spend watching videos of dogs. In addition, a 2018 study published in the *International Journal of Environmental Research and Public Health* found that excessive use of smartphones can negatively influence neural pathways and contribute to [mental health problems](#).

Popsugar › Fitness › Healthy Living › How to Manage Depression and Anxiety During an Election Year

7 Ways to Ease Your Anxiety During the Election, Straight From Psychologists



December 6, 2019
by CAITLIN FLYNN

37 Shares



In fact, [Alessandro De Nadai](#), PhD, an assistant professor of psychology at [Texas State University](#), suggests setting aside a limited amount of time to read or watch the news – perhaps once in the morning and once in the evening, before you need to wind down. He explained that checking the news more frequently will only serve to trigger your anxiety.

If you're already [feeling anxious in this political climate](#) and you're worried that [the 2020 election will only makes things worse](#), you're not alone. In a recent study, [nearly 40 percent of respondents cited politics as a source of stress](#), and 20 percent reported that they had experienced depression,



HEALTH • COVID-19

Cruise Passenger Whose Coronavirus Infection Went Undetected Shows It May Not Be Possible to Stop the Outbreak From Spreading



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Are People With Asthma at High Risk for Coronavirus?

Rodney Rohde, a professor and chair of the Clinical Laboratory Science Program at Texas State University, says that because there are numerous coronaviruses—including severe acute respiratory syndrome (SARS) and Middle East respiratory syndrome (MERS)—there is a lot of “viral background noise” that can make it difficult to identify a particular form of a virus.

BY AMY GUNIA FEBRUARY 20, 2020

Just the rumor that there could be coronavirus aboard the *Westerdam* led five ports to deny the luxury cruise ship entry earlier this month. When

197,262 views | Mar 10, 2020, 11:09am EDT

Here's What You Actually Need To Buy To Prepare For Coronavirus



Rachel Sandler Forbes Staff
I cover breaking news.

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HELEN, GEORGIA, UNITED STATES - 2019/03/29: Over the counter medicine aisle in a grocery store. (Photo ... [+] LIGHTROCKET VIA GETTY IMAGES)

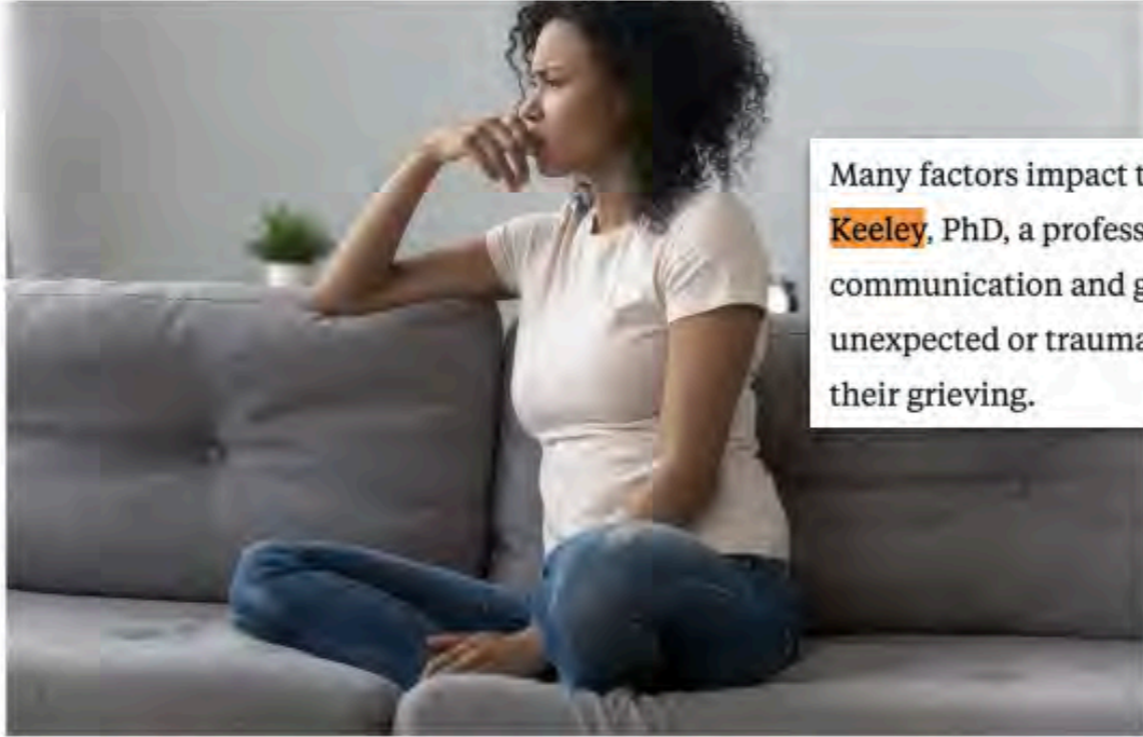
Topline: Toilet paper and water bottles are flying off shelves as worried shoppers panic-buy supplies, preparing for a potential quarantine, working from home for an extended period or staying with children in the event schools close down—but Dr. Rodney Rohde, the chair of Texas State University's Clinical Laboratory Science program, told *Forbes* people shouldn't hoard more supplies than necessary because it deprives health workers and at-risk populations of necessities.

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INSIDER

What are the stages of grief? How to process and deal with grief or loss

Kelly Burch Apr 12, 2020, 11:05 AM



Many factors impact the length of time grief will last, says **Maureen Keeley**, PhD, a professor at **Texas State University** who studies communication and grief — including whether the loss was unexpected or traumatic, and the support that a person gets during their grieving.

Grief is an emotional response to loss and can occur after a death or major life change. Fizkes/Shutterstock

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What's the Difference Between an Epidemic and Pandemic?

The new coronavirus disease, COVID-19, has moved from epidemic to pandemic. What does that mean?

By **Vanessa Caceres**, Contributor March 13, 2020, at 11:17 a.m.

This article is based on reporting that features [expert sources](#).

WITH ALL THE FOCUS ON the new coronavirus disease, COVID-19, you may hear some confusing and even misused terms. *Epidemic* and *pandemic* are just two of the words used frequently in news stories about the disease. They're not the same thing.

What Is an Epidemic?

An epidemic is a rise in the number of cases of a disease beyond what is normally expected in a geographical area, according to the Centers for Disease Control and Prevention. Frequently, the rise in cases happens quickly.

"It boils down to incidences and increases in certain areas," says Dr. Manish Trivedi, director of the Division of Infectious Diseases at AtlantiCare Regional Medical Center in Galloway, New Jersey.

For example, some areas may have a sudden spike in flu cases when the flu is prevalent.

Before a disease becomes a pandemic, it has to reach a few other levels, says **Rodney Rohde**, who is an honorary professor of international studies and associate director for the **Translational Health Research Initiative at Texas State University** in San Marcos, Texas.



(GETTY IMAGES)

SELF Fitness Food Health Love Beauty Culture


Health | March 13, 2020
Related Condition Centers COVID-19 (Coronavirus)

How to Avoid Coronavirus on Planes, Trains, and Buses

If you have to travel right now, follow these tips.

By Colleen Stinchcombe

“I can't emphasize this enough: Our hands can be very devastating ‘vectors’ of microbe transmission,” microbiologist **Rodney Rohde**, Ph.D., M.S., chair and professor of clinical laboratory science at **Texas State University**, tells SELF.



The screenshot shows a web page from Authority Magazine. At the top left is a logo with the letter 'M'. To the right are links for 'Sign in' and 'Get started'. Below this is a red navigation bar with the text 'AUTHORITY MAGAZINE' and several category links: 'POP CULTURE', 'BUSINESS', 'SOCIAL IMPACT', 'WELLNESS', 'TECH', and 'ABOUT AUTHORITY MAGAZINE'. The main headline reads: 'The Future Is Now: “Now we have a scientific basis to estimate large crowd sizes” With Dr. T. Edwin Chow of Texas State University'. Below the headline is a byline for 'Fotis Georgiadis' with a 'Follow' button and the date 'Apr 2 · 11 min read'. To the right of the byline are social media icons for Twitter, LinkedIn, Facebook, and a bookmark icon. The article content begins with a large 'As' and a paragraph describing an interview with Dr. T. Edwin Chow, an associate professor at Texas State University. A large portrait of Dr. Chow is visible on the left side of the article content area.

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Five High-Touch Areas in Your Home to Disinfect Regularly

Research shows that viruses can live on some of these surfaces for hours or even days.


By Jillian Kramer April 08, 2020

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Five High-Touch Areas in Your Home to Disinfect Regularly
In light of the current pandemic, it's more important than ever to clean



In light of the current pandemic, it's more important than ever to clean high-traffic areas in your home.

00:00 / 00:39

Your kitchen appliances, utensils, and surfaces—including cutting boards, coffee makers, stove tops, refrigerators, countertops, and sink—come in regular contact with uncooked and unwashed food, so they're inhabited by bacteria, says **Rodney E. Rohde**, Ph.D., program chair for the **Clinical Laboratory Science program at Texas State University**. In fact, research from the National Sanitation Foundation has found that areas where food is stored or prepared—e.g., the kitchen— have more bacteria and fecal matter than any other place in the home, including the bathroom.


Regularly disinfecting your home's highest-traffic areas can wipe away many microbial risks, from bacteria to fungi to viruses and even teeny, tiny worms. But with research showing the virus that causes COVID-19 can live on surfaces for hours—and as long as *days* on stainless steel—it's more important than ever to clean these areas regularly, and correctly. Here are the five areas to which you should pay special attention over the coming

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Medical Experts Explain Step-by-Step Instructions for How to Put on Your Face Mask the Right Way

Zee Krstic
Good Housekeeping April 21, 2020




From Good Housekeeping

As more information about the coronavirus pandemic information in this story may have changed since up-to-date information on COVID-19, please visit the CDC, WHO, and your local public health department to protect yourself from COVID-19 by washing your hands, wearing a face mask, and sanitizing your home, among other things.

There's a good chance you've never had to worry about covering your mouth before now — unless you've been a patient in a hospital or a caregiver. However, surgical face masks as well as cloth face coverings purchased online or created at home are becoming a necessity during the novel coronavirus pandemic that has affected Americans in all 50 states.


Officials at the Centers for Disease Control and Prevention are currently recommending that everyone wear face coverings in public — and leaders in communities and states

Rodney Rohde, M.D., the associate dean for research for the College of Health Professions at **Texas State University**, says you should always **wash your hands before handling any mask** (this also applies to face coverings, too!). Handling the inside of your mask with unwashed hands, whether you've purchased it or you've sewn it yourself, adds to the risk that you could breathe in bacteria upon first use, effectively canceling out any kind of protection it may offer you in the first place.



The Atlantic

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Our Pandemic Summer

The fight against the coronavirus won't be over when the U.S. reopens. Here's how the nation must prepare itself.

Waiting for srv-2020-05-26-17.pixel.parsely.com...

Others will divert responsibility from the country's leaders and its institutions. "There's a lot of victim-blaming in the U.S., which comes from that neoliberal perspective where it's your fault if you have bad circumstances," said **Emily Brunson**, an anthropologist at **Texas State University**. The virus is disproportionately killing people in low-income jobs who don't have the privilege of working from home, but who will nonetheless be shamed for not distancing themselves. The virus is disproportionately killing black people, whose health had already been impoverished through centuries of structural racism, but who will nonetheless be personally blamed for their fate. The virus is disproportionately killing elderly people, who had already been shunted to the fringes of society, but who will nonetheless be told to endure further loneliness so that everyone else can be freer.

Forbes Billionaires Innovation Leadership Money Business Small Business Lifestyle Lists Advisor Featured Breaking More 🔍

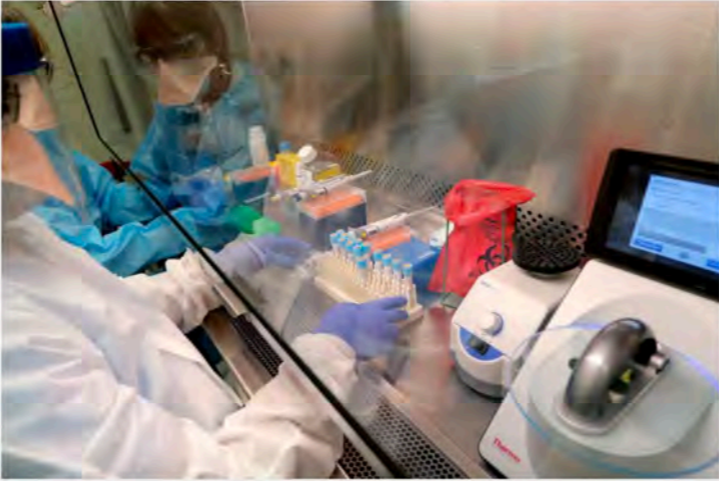
EDITORS' PICK | 75,769 views | Apr 22, 2020, 02:30pm EDT

Beating Pandemics Like COVID-19 Requires More Medical Laboratory Professionals, This Virologist Explains

Rodney Rohde Contributor
Coronavirus Frontlines Contributor Group
Healthcare

Rodney Rohde, PhD is a Professor and Chair for the Clinical Laboratory Science (CLS) Program in the College of Health Professions at [Texas State University](#).

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BUSTLE

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How To Shop Safely When Stores Reopen During Coronavirus

By [MEKITA RIVAS](#) | May 11, 2020 | [f](#)



Dr. [Rodney Rohde](#), associate dean for research at the [College of Health Professions at Texas State University](#), says shopping IRL *can* be safe once again. But it's important to remember: The entire experience will be a lot different than it looked just a few months ago. "I do believe it can be safe to shop in person in stores *if* precautions are followed," Rohde tells Bustle.


Edward Berthelot/Getty Images Entertainment/Getty Images

abc NEWS VIDEO LIVE SHOWS 2020 ELECTIONS CORONAVIRUS

Stopping virus a huge challenge at crowded US meat plants


Dozens of U.S. meat-processing plants have been forced to close temporarily as the industry struggles to contain the spread of the coronavirus among employees who often stand side-by-side while cutting and packaging beef, pork and poultry

By JOSH FUNK Associated Press
April 23, 2020, 5:21 PM • 5 min read



Still, workplace safety expert **Celeste Monforton** said it's difficult to ensure people working so closely together won't spread the virus.

“The scary thing is you know if it could happen in one plant, the potential is there for a lot of other plants,” said Monforton, a lecturer in public health at **Texas State University**. “Unless you’re super vigilant, this is a recipe for disaster.”

 In this April 2020, photo provided by Tyson Foods, workers wear protective masks and stand between plastic dividers at the company's Camilla, Georgia poultry processing plant. Tyson has added the plastic dividers to create separation between workers because of the coronavirus outbreak. (Tyson Foods via AP)

The Associated Press

OMAHA, Neb. -- Daily reports of giant meat-processing plants closing

The image is a screenshot of a HuffPost article. At the top, the HuffPost logo is centered, with navigation links for NEWS, CORONAVIRUS, POLITICS, 2020 ELECTIONS, ENTERTAINMENT, LIFE, PERSONAL, VIDEO, and SHOPPING. The article title is 'Where To Buy Cloth Face Masks For Coronavirus Online' in large white text on a dark blue background. Below the title is a subtitle: 'Here are the brands making and selling face masks for adults and kids for COVID-19.' The author is listed as 'By Ambar Pardilla' with a timestamp of '05/19/2020 05:43pm EDT | Updated May 20, 2020'. A disclaimer states: 'HuffPost may receive a share from purchases made via links on this page. Prices and availability subject to change.' Below the text is a photograph of a woman wearing a blue and white star-patterned cloth face mask and glasses. To the right of the article content, there is a white text box with a black border containing a quote from Rodney Rohde, chair of the Clinical Laboratory Science Program at Texas State University, regarding mask-wearing and other public health precautions.

Rodney Rohde, chair of the Clinical Laboratory Science Program at Texas State University, said that it's not just about wearing masks, either, when going out in public. People should "keep in mind that all other precautions like hand hygiene, physical distance, and other public health etiquette still applies even if wearing a mask," he said.

When Will the Novel Coronavirus Pandemic Be Over?

Experts explain how close and how far away we are.

MH BY RACHAEL SCHULTZ MAY 21, 2020



URBAZON / GETTY IMAGES

One step in the right direction is that certain infection-control measures are improving: Worldwide, everyone's trying to iron out supply chain and manufacturing issues, so hopefully frontline workers will have more access to personal protective equipment (PPE) and life-saving ventilators. We need to streamline blood and swab test production so there can be more quality control and the public can keep faith in the effectiveness of testing, says virology and microbiology expert **Rodney Rohde**, Ph.D., a professor at **Texas State University**.

We all have different worries—maybe we're concerned about whether our housemate's new cough is just allergies, or we're wondering if we calculated how to stretch what's left of our cut salaries right, and so many more. But there's one question unifying the world in the COVID-19 era: When will it all end?

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