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April 29, 2019

PRME Steering Committee
% PRME Secretariat
United Nations Global Compact Office
685 3rd Avenue, 12th Floor
New York, New York 10017

RE: Adoption of the Principles for Responsible Management Education

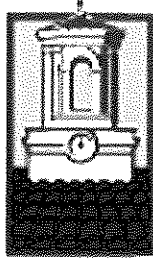
As an institution of higher education involved in the development of current and future managers, *Texas A&M University-Kingsville* is committed to implementing the Principles for Responsible Management Education—starting with those that are more relevant to our capacities and mission, report on progress to all our stakeholders, and exchange effective practices related to these Principles with other academic institutions.

We understand that our own organizational practices should serve as an example of the values and attitudes we convey to our students.

We encourage other academic institutions and associations to adopt and support these Principles.

Sincerely,

Mark A. Hussey, Ph.D.
President



TEXAS A&M
UNIVERSITY
KINGSVILLE

College of Business Administration
Texas A&M University-Kingsville

Principles of Responsible
Management Education
(PRME)

Sharing Information Progress Report
May 2017 – May 2019

PRME

This is our **Sharing Information on Progress (SIP)**
Report on the Implementation of the **Principles for**
Responsible Management Education



May 2019

From the Dean

The College of Business Administration is reaffirming its commitment to uphold the Principles for Responsible Management Education (PRME). We are proud to be an advanced signatory to PRME and look forward to continuing to work with fellow members as we collectively strive to advance universal principles in gender equality, labor, human rights, environment, ethics, and supply chain sustainability. College of Business Administration looks to these principles to guide its undergraduate and graduate curricula into a greater acknowledgement of corporate social responsibility. This Sharing Information on our Progress (SIP) report pursuant to the United Nations Global Compact corroborates to that fact.

The PRME mission is focused on continuous improvement of management education, research and thought leadership globally in order to develop a new generation of business leaders capable of managing the complex challenges faced by business and society in the 21st century. Since 1925 the College of Business Administration has taught its students the vital skills they need to become leaders in their community, region, the state of Texas, and internationally. We are a business school with a unique mission and vision that draws academic strength from our ties to alumni, friends, and industry partnerships. At the heart of our vision and mission is experiential learning approach to business education, in which students work on real projects for real companies, gaining first-hand experience before they even graduate.

As a changing world relies on business leaders for innovation, creative thinking, growth and problem solving, talented faculty continue to design and deliver high quality teaching programs that produce graduates who are valued by employers and citizens who positively impact society. The College not only educates students so they secure good jobs; it also equips them with skills and abilities for jobs that are coming. All efforts are focused on developing students that are “business-ready” at graduation.

We continue to make progress since our last report in terms of positioning PRME as part of our institutional structure: enhance College undergraduate and graduate curriculum. The College not only educates students so they secure good jobs; it also equips them with skills and abilities for jobs that are coming. All efforts are focused on developing students that are “business-ready” at graduation. Upon completion of their studies, graduates should be fully prepared for their first job and equipped for their careers with skills and values to guide them when though decisions are required. Through initiatives like the Student Professional Development Program, immersion experience and VITA, just to name a few, our students learn and hone professional skills that make them career-ready upon graduation. Our curriculum delivers the additional acumen business professionals need to step forward, develop emotional intelligence and the intellectual curiosity

they need to continue to learn throughout the rest of their lives. Moreover, it strives to demonstrate the importance of understanding culture, inclusion, diversity, sustainability, ethics, and globalization as well as their impact on business practices.

With this Progress Report, the Texas A&M University-Kingsville College of Business Administration re-affirms its commitment to the continuing association with the PRME program, and integrating responsible management in the identity of the College of Business Administration through our recent strategic planning efforts.

Sincerely,



Natalya (Natasha) Delcoure
Dean, College of Business Administration

THE MISSION OF THE COLLEGE OF BUSINESS ADMINISTRATION

Mission Statement: *“The College of Business Administration is a school of opportunity providing an accessible, high quality, comprehensive business education which blends contemporary business practices into the classroom. We empower both working and full-time students of all ages and diverse backgrounds, from the region, the state of Texas, national, and international communities, transforming their lives.”*

Vision: Texas A&M University-Kingsville College of Business Administration will be recognized for:

- High quality teaching programs that produce graduates who are valued by employers.
- Being an inclusive institution that produces citizens who positively impact society and value diversity.
- Engaging all stakeholders through academic, professional and community service.
- Excelling in applied, theoretical, pedagogical research advancing academics, extending business knowledge, and contributing to practice.

Core values:

- Excellence—The College of Business Administration is driven by excellence in teaching, research, and service.
- Ethics—The College of Business Administration sets the highest standards of academic and professional behavior for its faculty, staff, and students.
- Engagement—The College of Business Administration embraces inclusiveness, diversity, open communication, collegiality, and collaboration.
- Experiential learning—The College of Business Administration produces citizens who positively impact society through engagement with local businesses and the community, professional development, and cross-cultural experiences allowing students to apply what they are learning in real time.
- Evolvement – The College of Business Administration utilizes continuous integration of innovative pedagogies leading to learning agility among faculty, staff, and students.

PRINCIPLE 1: Purpose

We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

The Texas A&M University-Kingsville College of Business Administration continues to look for ways to instill ideas of ethics, social responsibility, sustainability, inclusion, diversity, professionalism, and globalization in its students. Following are some of events

undertaken by the College that demonstrate how the mission of PRME to develop the capabilities to be future generators of sustainable value for business and society at large:

- The College's mission is to educate students of diverse background to serve "*the region, the state of Texas, national, and international communities.*" Texas A&M-Kingsville is a minority- and a Hispanic-serving institution. More than 50% of College undergraduate and graduate students are female; six percent of our undergraduate business students are international; eight percent of our undergraduate business students are African-Americans; more than 70 percent of our undergraduate students are Hispanic. Business students have daily interactions (academic and social) to prepare them to work in diverse teams and global environment.
- Study Abroad: College expands study abroad program to business students: a trip to historical Germany,+ an around-the-world adventure of the exotic cultures of India and China, and business students acquaint with international supply chain, logistics, and product management in France "Luxury Product Management" – is a new study abroad three-week-long program offered in collaboration with ISC Business School Paris. In order to ensure overall academic development of business graduates, the college requires all majors to participate in immersion experience. Students consider these programs to develop appreciation for different cultures, inclusion, diversity, and understand globalization.
- The College also promotes inclusivity by employing a diverse faculty and staff, 55% of whom are female and 41% of whom are international or members of racial minorities.
- We believe that to develop business students' capabilities, we must continually expand our own. College hosts semi-annual faculty and staff retreat (August and May); faculty and staff professional advancement is supported by the College of Business Administration (e.g., one staff member completed graduate degree; one staff member is working on undergraduate degree in business; a group of six-ten faculty attended SAP training in Milwaukee, WI, and Huntsville, TX; etc.)
- Strengthening ties with the community through events such as the Economic Forum, Community Breakfast, and JOB Program (Joint Opportunities for Business & Job Creation). JOB is a joint effort with the Texas Community Federal Credit Union, the Kingsville Chamber of Commerce, the Kleberg County Hispanic Chamber of Commerce, Texas A&M-Kingsville College of Business Administration, and the Business Resource Center at Del Mar College to create jobs in the Kingsville area; Volunteer Income Tax Assistance (VITA) program; Small Business Consulting class; Women in Leadership Conference, workshops; and the semi-annual small-business conference.
- Center for Negotiation expands its outreach with workshops, a-la-carte seminars, and other community events.
- Dr. Stephen Scofield business ethics paper competition for business students. College of Business Administration continues to develop ethical consciousness among business graduates. Since 2016-17 academic year, business majors participated in an ethics paper competition. The winners are announced at the Honors Convocation dinner in April.

- Executive-in-Residence Lecture series – “Leading Out Loud” which brings to campus business executives from our community, the state of Texas, and from around the country. These distinguished visitors join students formally and informally to discuss issues of national and international importance. Attendance has doubled from 50 to 100 each session this past year. Students look forward to presentations and opportunity to visit with guest speakers.
- Student Advisory Board continues to play a vital role in the College life (e.g., curriculum feedback; improvements in College facilities; hiring new faculty in ISYS, Marketing; increased number of internships; etc.).
- VITA project (in its 10th year): in 2018, TAMUK-CBA VITA site volunteered close to 400 hours assisting with e-filing to over 500 customers and \$791,000 in tax returns was made available to spend in Kleberg County.
- Various College of Business Administration student organizations including Accounting Society, Delta Sigma Pi, and Association for Information Technology Professionals (AITP), Javelina Marketing are engaged in service learning programs and other programs that promote community engagement and environment sustainability. These activities include participating in Earth Week, Ronald McDonald House, Javelina Recycles, RecycleMania, etc.; Adopt a Spot, and support of campus sustainability initiatives.
- Various College of Business Administration student organizations including Accounting Society, Delta Sigma Pi, and Association for Information Technology Professionals are engaged in leadership training. These activities include attendance of leadership regional seminars and annual conferences.
- Campus and College diverse environment combined with the College deliberate initiatives regarding inclusiveness have positively influenced our students. Student Engagement Survey data revealed that students exhibit greater awareness on several dimensions of their education, such as the ability to work with diverse populations, the ability to view issues from others’ perspectives, and the ability to make decisions in a global environment.

PRINCIPLE 2: Values

We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United National Global Compact.

In the College of Business Administration ethics and PRME values are infused throughout the curriculum:

- All undergraduate business majors and minors demonstrate ethical, sustainable, cultural, and global consciousness (BBA learning goal #3) upon graduation. This learning goal and its objectives are weaved through undergraduate business core.
- In addition, every year since spring 2017 undergraduate business students participate in Dr. Stephen Scofield business ethics paper competition. Winners are announced and recognized at the Honors Convocation and Banquet.

- Over the past two years, our undergraduate business curriculum was retooled to include such important subjects as “Leadership in Organizations,” “Sustainable Marketing,” “Responsive Web design,” “Enterprise Risk Management,” to name a few.
- College faculty created niche programs and certificates in undergraduate studies: banking minor; merchandising; digital marketing; professional sales; entrepreneurships.
- Dr. Seung Jung designed “Leaned Operations” course (Management 4358) in the Management major to be largely built around concepts, tools and techniques applied in the design and operation of lean systems.
- On the undergraduate level, every business core class has a service learning project/real time learning project. For example, every spring undergraduate student in “Project Management” class (Information Systems 4358) present their team project to a team of corporate executives from the Coastal Bend area.
- In addition, students have the opportunity to participate in a variety of co-curricular activities and clubs that relate to responsible management (e.g. Hispanic Heritage month; Earth Science week; The King Ranch Institute for Ranch Management lecture series).
- At the graduate level, College of Business Administration graduate curriculum incorporates such topics as ethical leadership, globalization, sustainability and social responsibility. In addition to traditional business competencies, our MBA program is infused with ethics and focused on sustainability, social responsibility and corporate citizenship (MBA learning goal #3).
- In addition, we also implemented recommendations from an in-depth review of MBA program. Retooled MBA program and newly created certificates in: Energy Finance and Logistics; Health Informatics; Business Analytics; Collaboration and Team Dynamics and Managing People in Global Enterprise are designed using stakeholders’ input and based on market demand.
- Graduate faculty designed new graduate electives (e.g., “Crisis Communication and Management,” “Managing the Socio-Political Environment”) and programs dual MBA/MSE in collaboration with the Frank H. Dotterweich College of Engineering; College of Business Administration and the Dick and Mary Lewis Kleberg College of Agriculture and Natural Resources partnered up to offer a new degree - Master of Science in Environmental Systems Management
- Dr. Hans Schumann, Associate Professor of Management, was selected for a Fulbright Award to Albania. Dr. Schumann completed his Fulbright during the spring semester of 2018. During his time in Albania, he conducted research and taught Master courses at Luarasi University
- College expanded the study abroad program for business students: a trip to historical Germany,+ an around-the-world adventure of the exotic cultures of India and China, and business students acquaint with international supply chain, logistics, and product management in France “Luxury Product Management” – is a new study abroad three-week-long program offered in collaboration with ISC Business School Paris.

- College Immersion experience program encourage students to do one of three experiential learning activities: internship, study abroad, or research. In order to ensure overall academic development of business graduates, the college requires all majors to participate in immersion experience. Students consider these programs to develop appreciation for different cultures, inclusion, diversity, and understand globalization. Most students elected to take the internship route. In last two years, over 90% of graduating seniors completed internships. For most undergraduate students successful internship experience leads to their job offer after graduation.

PRINCIPLE 3: Method

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

- The College of Business Administration achieved AACSB International accreditation in the spring of 2018 placing it amongst the top 5% of schools with such a prestigious accreditation.
- Beta Gamma Sigma (BGS), an international honor society of AACSB-International accredited institutions, was installed at Texas A&M University-Kingsville. Nineteen students were extended opportunities to be among the first inductees of this organization on the TAMUK campus in spring 2018. Since its inception, BGS chapter doubled in size.
- College of Business Administration joined SAP (Systems, Applications and Products in Data Processing) Academic Alliance. This alliance will permit business students full access to SAP products and will give them working proficiency with the world's leading Enterprise Resource Planning (ERP) software upon graduation with BBA major from TAMUK.
- In-line with the innovation objectives of the College, a new state-of-the-art Interactive Learning Lab was opened in the College's building in fall 2017. The lab has a capacity of 48 students and is multifunctional in nature.
- Continuing with the innovation objectives of the College, Bloomberg Financial Classroom was opened in spring 2018. This classroom is funded by a generous donation from Kleberg Bank (e.g., software) and Title V grant (e.g., Bloomberg computer stations and keyboards). This lab provides students with real-time access to comprehensive, industry-leading data used by banks, corporations, and government agencies.
- Sixty scholarships amounting to over \$74,500 was distributed to 38 deserving business undergraduate students during spring 2018 ceremony (this ceremony cover scholarships for both fall 2017 and spring 2018 semesters), allowing students to a more affordable education.
- College faculty and staff are actively engaged in student recruiting efforts at both undergraduate and graduate level. Faculty attended high schools, community colleges, graduate fairs, and graduate recruiting events and were involved in semi-annual "calling" campaign.

- College has an active Student Advisory Board. It meets every month (last Wednesday). Officers of College business students' organizations serve on this Board.
- College faculty mentor business students and serve as advisor to six College business students' organizations: Accounting Society, Financial Management Association, Javelina Marketing Society, Association for Information Systems Professionals (AITP), Delta Sigma Pi (College chapter), and Beta Gamma Sigma (College chapter).
- Members of these business students' organizations attend leadership conferences/events/workshops. College assists them financially, as well.

PRINCIPLE 4: Research update

We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

Our faculty continues to engage in a variety of academic work to advance the conceptual field of socially responsible business. Such work keeps them connected to emerging research and theory, as well as contributing to the wider academic conversations happening around PRME-related issues. Examples of some of the recent work by the College of Business Administration faculty:

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- Chang, C.E., **Krueger, T.M.**, & Mbanga, C.T. (2019). Intelligent Selection of Smart Beta Mutual Funds, *Journal of Wealth Management*, 22(1), 1-14
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- Krueger, T. M. (2018). Gonzalez Energy Partners: A Hypothetical Teaching Case Study of Financial Statement Analysis and Firm Valuation. *Journal of Accounting & Finance*, 18 (5), 74-86.
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PRINCIPLES 5 & 6: Partnership and Dialogue

Partnership: We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

Dialogue: We will facilitate and support dialogue and debate among educators, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

Student Advisory Board: The Student Advisory Board serves as one of the College leadership channels of communication with the College student population.

Dean's Leadership Board: The Dean's Leadership Board allows College faculty and staff to stay connected to friends, alumni, employers, and donors. It also serves as a networking tool for students and alumni. Members of the Dean's Leadership Board provide guidance to ensure key College programs and curricula remain relevant and leading edge.

Classroom speakers: Alumni, local business owners, experts, etc. are invited to speak to classrooms regarding professional opportunities in each business academic field.

Executive-in-Residence Lecture series: "Leading Out Loud" which brings to campus business executives from our community, the state of Texas, and from around the country.

These distinguished visitors join students formally and informally to discuss issues of national and international importance.

Monthly Business Bulletin: College monthly online publication – allows College to stay connected to friends, alumni, employers, students, donors.

Faculty participation: College faculty participated in United Nations PRME Conference, PRME Affinity Group @ AACSB conference and annual meetings.

Annual Community Breakfast: This event is geared toward providing an additional dimension to fiscal awareness and responsibility to students, and to residents of Kingsville and the surrounding communities. Event is sponsored by IBC Bank and co-hosted with the Kingsville Chamber of Commerce and Kleberg County Hispanic Chamber of Commerce.

Annual Economic Forum: This annual event brings together business managers, educators, students, and community leaders. Economic Forum has been hosted by the College of Business Administration since 2012. Kleberg Bank, co-hosted with the City of Kingsville and Economic Development Council, sponsors it. Recent keynote speakers include Mr. Steve Murdock, past-Director of the U.S. Bureau of the Census (2017) and Ms. Angela Burton, SBA Lower Rio Grande Valley District (2018). The 2019 keynote speaker will be Ms. Christi Craddick, Commissioner of the Texas Railroad Commission, which is responsible for oil and gas, utility, and railroad activity in Texas.

Business workshops: Training business and small business owners receive critical skills needed for their business (e.g., “Negotiations skills” workshop for Bay, Ltd. In Corpus Christi, TX; developing website, setting up point-of-sale terminals, paying taxes, and managing receivables for small businesses in Kingsville, TX; Alice, TX)

JOB Program semi-annual Small Business Conference: Kingsville Community Federal Credit Union collaborated with the College of Business Administration at Texas A&M University-Kingsville to help members start their own business. In addition to helping small business owners receive critical funding, this program includes training on business essentials such as setting up point-of-sale terminals, paying taxes, and managing receivables.

Service on Board of Directors for profit/not-for-profit organizations: service provides important networking opportunities; makes professional connections that benefit students and faculty members directly through research opportunities, internships, job placements, and philanthropy (30% of the College faculty serve on corporate/not-for-profit boards).

Internships: College of Business Administration students participate in internships offered by small business owners, corporations, government entities, etc. in Kingsville, local communities, Coastal Bend, south Texas, Houston, San Antonio, Rio Grande Valley, Dallas/Ft. Worth, and Austin.