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May 2012: The choice is clear



These extraordinary facts about your UHCL are becoming well-known to everyone in the Greater Houston Area.

If you drive on Interstate 45 south of Bay Area, SH146 by Kemah, I-45 by Hobby Airport or the Sam Houston Tollway in Pasadena, or shop at Pearland's Town Center or Baybrook Mall, you'll see the new messages, branding and positioning of University of Houston-Clear Lake. It seems like the word is getting out almost everywhere, including the internet. All this is the result of a process that began in late 2011 in which the university leadership, with guidance from the Richards/Carlberg Group and input from various constituencies, examined who and what UHCL is. The process examined our beliefs, promises and goals. The result is a direction that embraces our past while growing into a future of service to serious students and the community.

UHCL continues its planning and progress on its four-year initiative, i.e., admission of freshman and sophomore students to the university. This presents another significant development. A few years ago, it was the beginning of our first doctoral degree, then almost two years ago the opening of its campus in Pearland, and now moving to four-year status. For all the changes, UHCL has always provided great impact to the quests of serious students. It is our history; it is our future.



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