
Texas State announces endowment gift from Brian and Wetonnah McCoy

By Sandy Pantlik, Assistant Vice President for Communications

SAN MARCOS – Brian and Wetonnah McCoy of San Marcos have donated \$1 million to Texas State University to establish an endowed chair in the McCoy College of Business Administration.

At the McCoy's' request, the endowed chair will be named in honor of Denise T. Smart, current dean of the McCoy College of Business Administration, in recognition of her leadership and service to the college. The first faculty recipient of the endowed chair will specialize in the field of marketing.

Endowed chairs provide the McCoy College with resources to recruit and retain the highest-quality and caliber of faculty. Additionally, an endowed chair helps foster discovery and engagement with other faculty which leads to attracting the best and brightest students.

Because endowments are perpetual, an endowed chair has the potential to impact the lives of thousands of students.

The McCoy College of Business Foundation will match the donation, creating a total endowment of \$2 million. Funds distributed from the endowment will be designated to support research-enhancing activities including research facilities, research equipment, research program costs and graduate research stipends.

“We are thrilled to support Texas State University and the McCoy College and be able to honor Dean Smart in the process. Her leadership has been so key to the school’s growth and success,” said Brian McCoy.

The generosity of the McCoy family has been transformational for Texas State, beginning in 2004 when Brian’s parents, Miriam McCoy and the late Emmett F. McCoy, established a \$20 million McCoy Foundation Endowment to support chairs, professorships, fellowships and scholarships in the McCoy College. At that time, the gift was the largest in the history of Texas State. The endowment was established with a donor matching program designed to encourage new gifts. In recognition of their support, the college was named in their honor.



Founded in 1899, Texas State University is among the largest universities in Texas with an enrollment of 38,694 students on campuses in San Marcos and Round Rock. Texas State's 188,000-plus alumni are a powerful force in serving the economic workforce needs of Texas and throughout the world. Designated an Emerging Research University by the State of Texas, Texas State is classified under "Doctoral Universities: Higher Research Activity,"

In 2018, Miriam McCoy gave McCoy College a \$2 million gift to establish the Emmett and Miriam McCoy Scholars Endowment to support the McCoy Scholars Program. The program provides scholarships of excellence and distinction for high-achieving undergraduate and graduate students in the college.

The McCoy College of Business Administration provides undergraduate majors in accounting, finance, management, marketing, economics, and computer information systems; and currently offers four graduate programs, with master's degrees in business administration, accounting, accounting and information technology, and human resource management. Two new graduate programs were recently approved to begin in the fall 2019: master's degrees in marketing research and analysis, and data analytics and information systems. Approximately 4,800 Texas State University students are enrolled in the McCoy College of Business Administration, and about 1,400 graduates earn degrees from the college each year.

"Brian and Wetonnah's establishment of an endowed chair allows the McCoy College to attract a world-class scholar who will enhance business practice through research and student knowledge with exceptional teaching," said Smart. "Having this significant gift carry my name highlights their remarkable generosity of spirit and interest in making an impact for the future. I am incredibly honored and grateful."

Brian McCoy grew up in his family's retail building supply company, McCoy's Building Supply Centers. Since 2001, he has served as president and CEO of the company which operates 87 retail locations with full-service lumber yards in five states. His grandfather, Frank McCoy, founded the business in 1923.

On January 31, Texas State will officially recognize Brian and Wetonnah McCoy as Texas State Heroes, the most prestigious honor given by the university to its donors.
