



Fred Farias III of McAllen, Texas was appointed to the Texas Higher Education Coordinating Board by Governor Greg Abbott in February 2015, and serves as chair for the Committee on Academic and Workforce Success. He is also a member of the Agency Operations Committee.

Dr. Farias, a Rio Grande Valley native, graduated from The University of Texas at Austin before graduating a Doctor of Optometry from the Southern College of Optometry in Memphis, Tennessee. He is CEO of 20/20 Vision Care in McAllen, has served as president of the Texas Optometric Association, and is a former president of the Rio Grande Valley Optometric Association. He is an active member of the American Optometric Association and is the only Rio Grande Valley optometrist who is a fellow of the American Academy of Optometry.

In 2001, Governor Rick Perry appointed him to the Texas Optometry Board where he served for seven years, in part as chair of the Licensing and Administration Committee. Dr. Farias serves on The University of Texas (UT) Development Board, the UT System Chancellor's Executive Committee, and has served on the UT College of Communication Advisory Council. He also serves on the UT Longhorn Athletic Advisory Council and Co-Founded the UT Hispanic Alumni Committee of the Texas Exes in 2001.

Dr. Farias received the Young Optometrist of the Year Award from the Texas Optometric Association in 1998 and the Outstanding Young Texas Ex Award by the UT Alumni Association in 2002. In 2015, he was awarded the Texas Optometrist of the Year by the Texas Optometric Association. He was the recipient of the 2016 National Optometrist of the Year by the American Optometric Association and has been honored with the 2017 Lifetime Achievement Award by Southern College of Optometry.

Dr. Farias is also active in the McAllen community, serving as chair of the McAllen Chamber of Commerce Government Affairs Council. He is a charter member of the American Optometric Association Optometry Cares Foundation. He previously has served on several boards, including those of the Vannie E. Cook Cancer Center and the Rio Grande Valley Arthritis Foundation.