Bans on race-based affirmative action in public university admissions have limited efforts to diversify student enrollment. Some states have resorted to allowing students in the top decile(s) of their high school graduating class (or with a minimum high school GPA) automatic admission to public universities. As a consequence, academic standards at the more selective public institutions have dropped, Blacks and Hispanics remain greatly underrepresented, and otherwise highly qualified students have been forced to attend less selective schools. This paper will review the effects of the “Top Ten Percent Rule” on admissions in Texas since the Hopwood decision in 1996. Then it will look at representative school districts from Texas to explain why the flagship universities have struggled to diversify their campuses since the demise of affirmative action. (Received September 11, 2012)