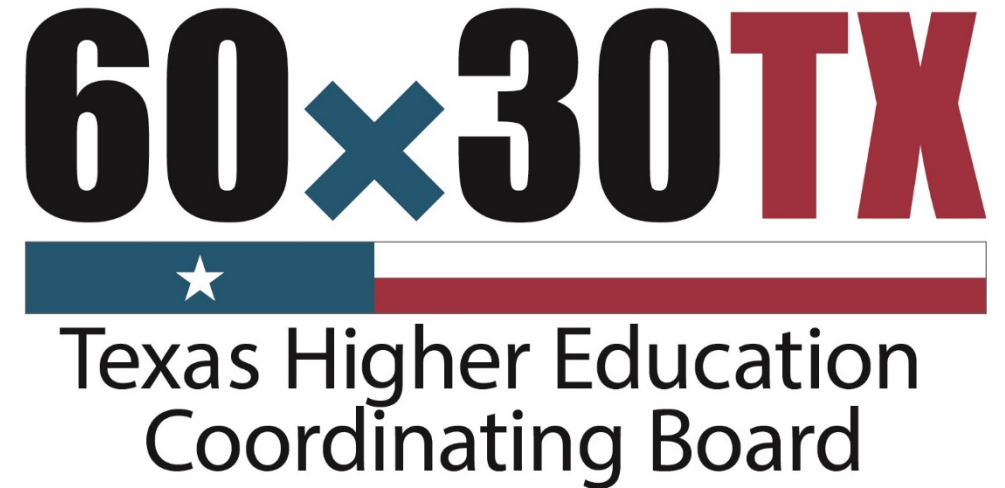


*60x30TX*  
Communications  
and Outreach Efforts

Kelly Carper Polden  
Texas Higher Education Coordinating Board



# 60x30TX: Communication Objectives

- Define the “who”
  - Develop a list of stakeholders and critical audiences
    - Employees, institutions, legislators and government officials, business and industry, associations, non-profits, students and parents

**Which stakeholders can help communicate the regional messages? Media, chambers of commerce, ISDs, civic organizations, etc.**

# 60x30TX: Communication Objectives

- Define the “how”: a communications strategy
  - The SWOT demonstrated that the *60x30TX* plan itself embodies basic principles/characteristics that help with marketability and sustainability:
- Identifies four of the most critical goals for the state to achieve by 2030
- Defines goals as results
- Includes measurable targets
- Includes the most promising state strategies that are broad, but recognizes regional and local strategies which are essential to buy-in/ownership/engagement by stakeholders (e.g., setting regional targets)
- Includes a system to ensure progress
- Easy to remember; concise and focused
- Stimulates creativity and adaptability

# 60x30TX: Communication Objectives

- Define the “how”: a communications strategy
  - Have you conducted a communications SWOT for your region?
    - Strengths
    - Weaknesses
    - Opportunities
    - Threats/barriers

# 60x30TX: Communication Objectives

- Key communications plan component: Internal relations
  - THECB board member and employee engagement is critical.
  - Presentations were made to both groups regarding the importance of universally communicating the *60x30TX* brand.
- Examples of internal opportunities
  - Begin every presentation or legislative testimony, legislative hearings, media interviews, etc.) with tie to *60x30TX* to keep the plan front and center.
  - Each quarterly board meeting focuses on key data elements of at least one goal of the plan and on innovations in higher education to help achieve the *60x30TX* goals.
  - Staff look for innovative ways to engage and enthuse board members and employees, who are the frontline in the launch and promotion of the new plan.

**How will your regional team get buy-in and ownership from institutional leadership, faculty and staff?**

# 60x30TX: Communication Objectives

- Key communications plan component: Media relations
  - July 2015 to Dec. 31, 2018:  
**2,814 THECB media stories/mentions; 1,459 mentioned 60x30TX**

Other media relations solutions included:

- Creating a media release template that highlights the 60x30TX logo and includes the THECB mission statement regarding achievement of the plan's goals.
- Seeking out op-ed and proactive media opportunities.
- Drafting talking points for reactive media opportunities, tie topics to 60x30TX or to the appropriate plan goal(s).
- Quarterly media conference calls with Commissioner Raymund Paredes

Media stories and mentions are measured using Google searches, Meltwater analytics, and other media measuring tools.

**Are your marketing communications staffs involved with the regional effort?**

# 60x30TX: Communication Objectives

- Key communications plan component: Community relations
  - Develop relationships with stakeholders to take advantage of education and workforce events, conferences and campaigns. The THECB highlighted the 60x30TX plan at regular meetings of higher education boards of regents and trustees, as well as at meetings and events hosted by a range of stakeholders.
  - Develop presentations (PowerPoint and verbal options) that can be adapted to various audiences.
  - Create and promote a speakers bureau to take advantage of presentation opportunities to stakeholders, including chambers of commerce, boards of regents and trustees, and other organizations.
  - Create opportunities, such as the THECB recognition of excellence at board meetings and the Star Awards at the annual governing board conference.

*"The Texas Higher Education Coordinating Board has **hit a home run** with the 60x30TX plan. No other education plan will impact businesses in a more positive way than this one will."*

- **Bill Hammond**

**Texas Association of Business Executive Director**

**60x30TX**



Texas Higher Education  
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# 60x30TX: Communication Objectives

- Key communications plan component: Events
  - Develop relationships with stakeholders to take advantage of education and workforce events, conferences and campaigns.
  - Develop presentations (PowerPoint and verbal options) that can be adapted to various audiences.
  - Create and promote a speakers bureau to take advantage of presentation opportunities to stakeholders, including chambers of commerce, boards of regents and trustees, and other organizations.
  - Create opportunities, such as the THECB recognition of excellence at board meetings and the Star Awards at the annual governing board conference, that focus on the most promising practices for achieving the 60x30TX goals.

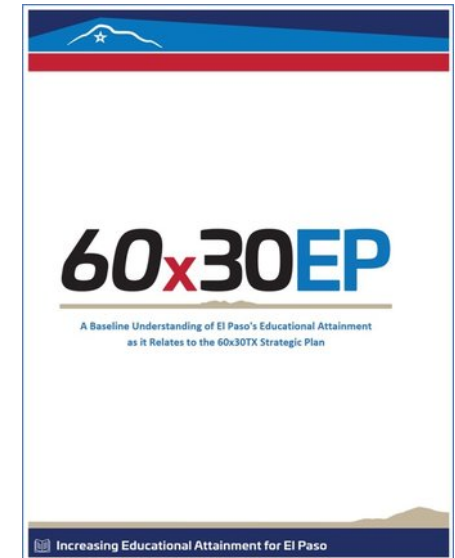
# 60x30TX: Communication Objectives

- Key communications plan component:  
Examples from other regions

- 60x30EP El Paso area

- 60x30NETX in northeast Texas

<https://www.youtube.com/watch?v=6i8vVncEVH4>



# 60x30TX: Communication Objectives

- Key communications plan component: Internet and social media
  - Launch [www.60x30TX.com](http://www.60x30TX.com) and 60x30TX accountability “deep data dive” website
  - Develop a social media plan to promote various components of the communications and engagement strategy.
  - Create appropriate hashtags such as #60x30TX, #60x30TXMarketableSkills, #60x30TXStudentDebt.
  - Provide Twitter handles and hashtags to event attendees and encourage them to post social media comments that may be retweeted as appropriate.

What hashtags will your region use?

# 60x30TX: Internet and Social Media Images




# 60x30TX: Communication Objectives

- Key communications plan component: Government relations
  - Work with internal government relations teams to tie the THECB legislative recommendations to the *60x30TX* goals.
  - Develop talking points and legislative testimony that ties *60x30TX* goals to proposed legislation.
  - Schedule one-on-one meetings with key legislators, such as the appropriations, education and higher education committees.
  - Legislator videos

*60x30TX:*  
Case Study  
Featured in PR  
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Guidebook  
— Vol. 7,  
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# 60×30TX



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Questions?  
Thank you.