

Texas Higher Education Coordinating Board

# 60x30TX Refresh

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## The 60x30TX Strategic Plan for Texas Higher Education



### 60x30TX

60% of Texans 25-34 with credentials by 2030



### Completion

550,000 credentials in 2030



### Marketable skills

Marketable skills for all credentials



### Student debt

60% of first-year wages

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# Strengthening the 60x30TX plan

Build on the focus of the original 60x30TX plan to increase postsecondary attainment by developing clear goals that expand the educated workforce and drive economic prosperity.



*Leverage and accelerate innovation to drive research, commercialization, and economic development.* The challenges posed by COVID-19 have spurred and accelerated innovations globally. By prioritizing research, data, and technology, our institutions will drive discoveries and economic development opportunities that are crucial for the state's future prosperity.



*Prioritize high-value credentials to align with workforce needs.* Certain skills and credentials will be especially important to help displaced workers immediately return to work, and create a more resilient Texas workforce for the future.



*Expand our focus to adult learners beyond 25-34-year-olds.* Building a more adaptable workforce that can navigate current challenges and drive long-term economic growth requires a strategic emphasis on expanding opportunities for all Texans.



*Ensure all Texans have equal access to tools and resources that promote educational attainment.* The disproportionate impact of COVID-19 on Black, Hispanic, rural, and low-income Texans has magnified the importance of removing barriers to high-quality postsecondary education and training so all Texans can participate in, contribute to, and benefit from the Texas economy.

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# Revised Strategic Plan Framework

## Advancing Economic Resiliency

*Build a talent-strong Texas that propels continued economic growth and positions the state to successfully rebound from economic challenges.*

### Expand opportunities

*Ensure opportunities for economic mobility for every Texan*

### Innovate for tomorrow's Texas

*Harness the power of innovation to create a more vibrant future for Texans*

## Current goals

## Refreshed priorities

Attainment goal

High-value credential goal

Completion goal

Adult learner attainment goal

Marketable skills goal

Research & development goal

Student debt goal

Equitable attainment of all goals

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# Stakeholder Engagement

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## Listening Sessions

"We had such a strong, impressive group! [Our facilitator] did a fantastic job of leading the discussion. I was impressed all around."  
- Nonprofit leader

"I enjoyed hearing from some of the very significant leaders in education and our community. It was an honor to be a part of it, and I hope I was able to contribute something worthwhile."  
- Business leader

### By the Numbers

Held nine regional virtual listening sessions with co-hosting universities and community colleges

- More than 500 individuals RSVP'd
  - Overall, roughly half were from education and half from business/nonprofit/philanthropy
- Approximately 20% were from business
  - Central Texas had the largest number of non-education participants who outnumbered higher ed

Tenth business-centric listening session held April 14 with around 60 RSVPs

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# Listening Sessions Takeaways

## Key takeaways

There were several common themes that emerged across the four priority areas during the nine regional listening tours:

- Better and more targeted communications and marketing of programs to students with some college and no degree and to those with no college experience
- Improved broadband access for rural students
- More flexibility in program length and time of course offerings
- Expand wraparound services for adult learners and historically underserved groups, including advising, childcare, transportation, food pantries, emergency aid

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# Next Steps

## Virtual Spring Summit

- Reiterate importance and urgency of this work
- Share key themes that emerged from the listening sessions
- Panel discussion exploring the four priority areas of the refreshed plan
- Student stories

## Targeted Engagement

- Targeted set of focus groups hosted in partnership with other organizations to begin discussion of potential metrics and how those resonate with key stakeholders (e.g., business focus group, school district focus group, etc.)

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# Plan Development

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## Goals & Metric Drafting

### Research

- Best practices across the nation on goals and metrics, with particular attention to the four priority areas
- Data collection/action strategies in Texas

### In Process

- Engagement with institutional stakeholders to gather information about their perspective on the four priority areas
- Convene national thought leaders to provide insight into the possible areas that should be considered in development of the plan
- Establish design principles that will facilitate the development of the goals and metrics

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