

Catalyzing Strategic Impact: Texas Higher Education Foundation Updates

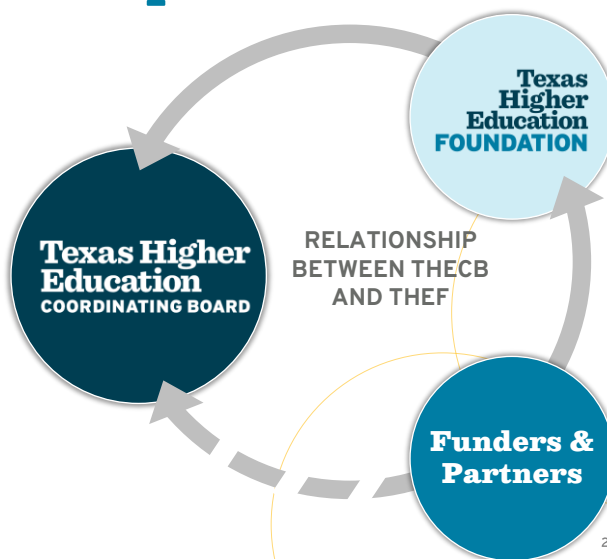
Neal Adams, Chair and President
Melissa Henderson, Executive Director
January 25, 2024

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THEF catalyzes support for statewide goals and priorities

The Foundation supports THECB and *Building a Talent Strong Texas* by:

- 1 Leveraging private and philanthropic capital for strategic initiatives and priorities
- 2 Cultivating strategic partnerships with philanthropic, corporate, state, and national organizations
- 3 Optimizing public and private resources to improve outcomes
- 4 Elevating THECB's presence in the broader education and workforce ecosystem

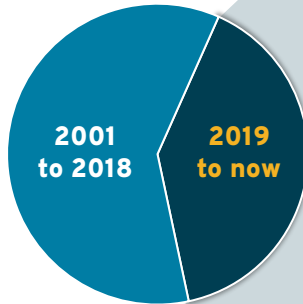


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Over 20 years of impact in higher ed

To date, **\$35 million** has been raised to advance higher education in Texas, with **\$14 million** of that total secured under Commissioner Keller's leadership



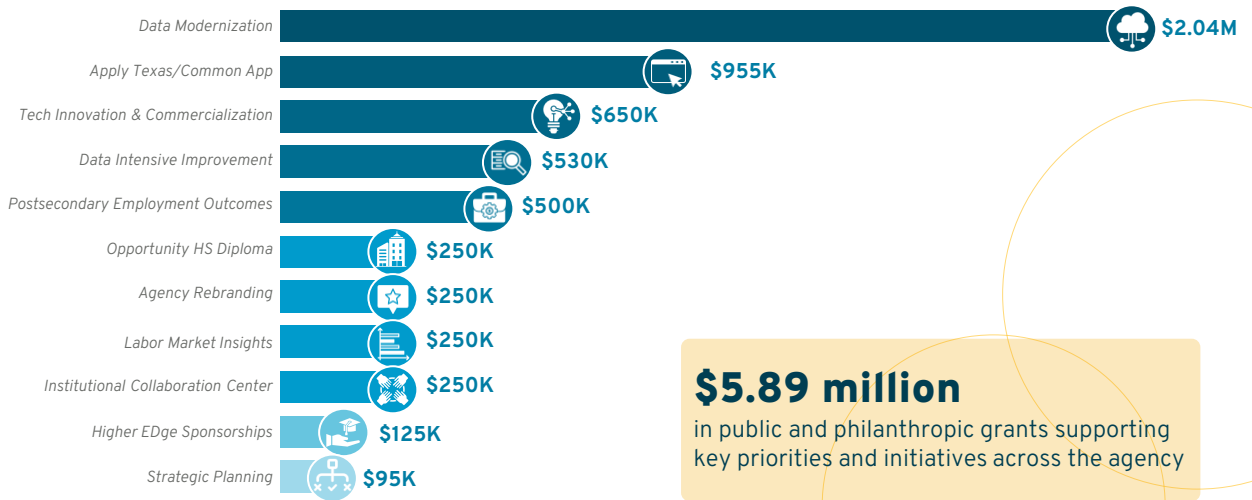
- Building a Talent Strong Texas
- Texas Commission on Community College Finance (TxCCCCF)
- Data Modernization
- College and Career Advising
- Emergency Aid Grants
- Strategic Planning
- Strategic Communications
- Tech Innovation and Commercialization

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Active Grants Portfolio: Leveraging Public and Private Resources



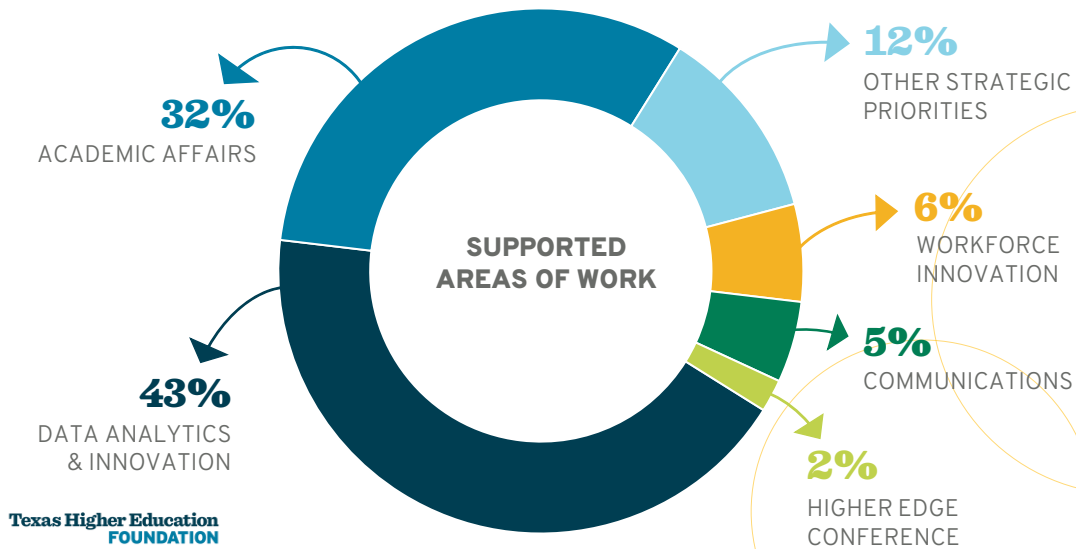
\$5.89 million in public and philanthropic grants supporting key priorities and initiatives across the agency

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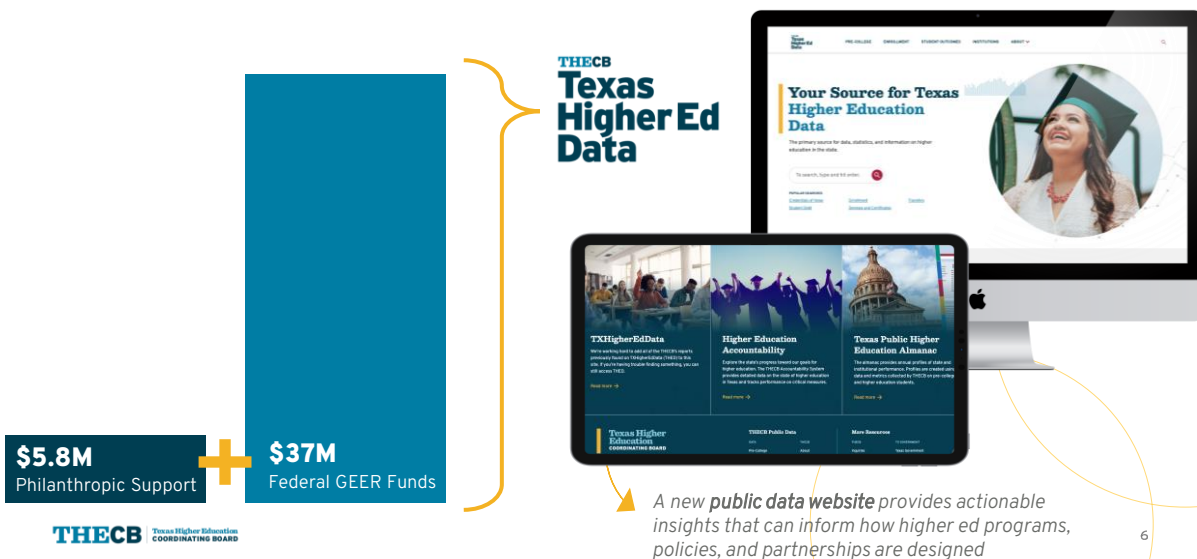
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Philanthropic partnerships support priorities across the agency



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Data Modernization Initiative: Optimizing public and private funds



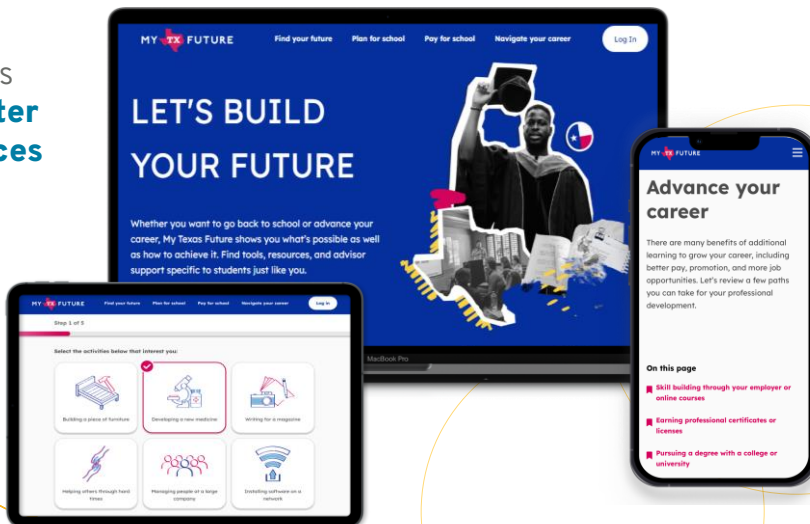
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College and Career Advising: Designing for user experience

Philanthropic investments enable the agency to **better understand our audiences** and design tools to **meet their specific needs**

My Texas Future streamlines the college and career navigation process for learners

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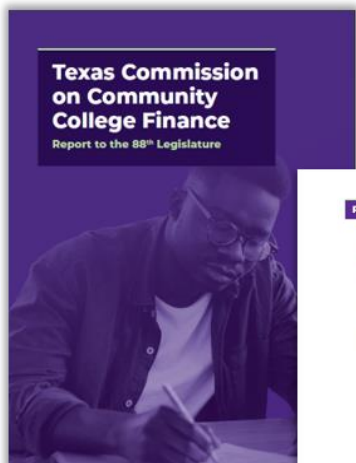


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Community College Finance: Engaging stakeholders across Texas

Philanthropic investments supported efforts to connect with stakeholders across the state:



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PUBLIC POLLING

Statewide poll to understand Texans' views about community colleges



MESSAGE TESTING

Tailored messaging to address the needs and interests of key stakeholders




DESIGN AND MARKETING

Creation of succinct deliverables that were accessible to a broad audience

8

8

The logo for the Texas Higher Education Foundation is centered on a dark teal background. The text "Texas Higher Education" is stacked in three lines in a light blue, serif font. Below this, the word "FOUNDATION" is written in a larger, bold, white, sans-serif font. Two thin, light blue circular arcs are positioned on the left and right sides of the teal area, partially overlapping the text.

**Texas
Higher
Education
FOUNDATION**