



July Board Meeting

60x30TX Refresh Update

July 22, 2021

1

Stakeholder Engagement

2

Stakeholder Engagement

Summer Summit Recap

- Nearly 300 registrants
- Follow up survey revealed high satisfaction with event and greater understanding of the overall effort to refine and refresh plan

Message Testing

- Test key themes and emerging messages from the revised strategic plan with external constituents (business leaders, legislators, and other mass consumers)

Key Audiences

- Ongoing outreach to thought leaders via 1x1 conversations and presentations
 - Texas Councils of Chief Academic Officers & Chief Student Affairs Officers
 - Council of Public University Presidents and Chancellors
 - Texas Association of Community Colleges
 - Independent Colleges & Universities of Texas

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3

Adult Learners

4

Why Focus on Adult Learners?

National Context

- **46** states have a postsecondary attainment goal
- **37** of those include 25-64-year-olds in that goal
- Texas is 1 of only **5** states that focuses on 25-34-year-olds

Texas Context

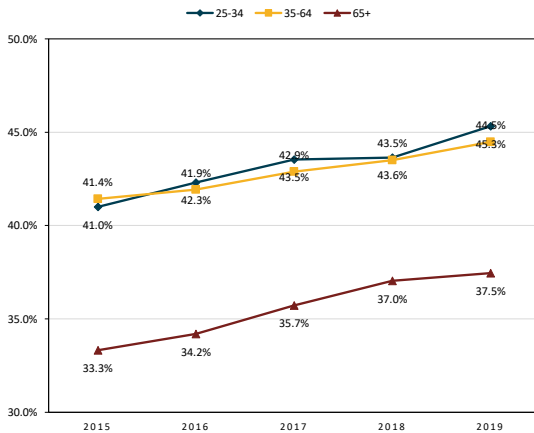
- **4** million Texans have some college, no credential
- Texas is becoming less young:
 - 44 or younger: decline from **63%** in 2020 to **59%** by 2050
 - 45 or older: grow from **37%** in 2020 to **41%** in 2050
- High correlation between attainment and employment
- Very little variance in attainment levels between age groups

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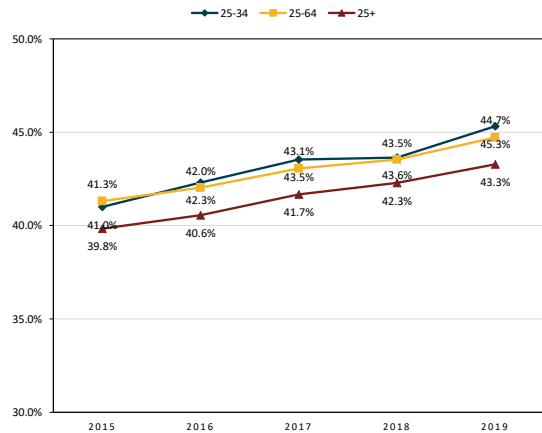
5

Credential and Degree Attainment by Age

AGE SEGMENTS



FULL AGE RANGES



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6

Unemployment Across All Ages by Attainment

Educational Attainment	Age	Jan. 2020	April 2020	July 2020	Oct. 2020	Jan. 2021	April 2021
High School Graduates, No College	25 to 34 years	6.9%	20.2%	14.5%	10.0%	10.4%	8.8%
Some College or Associate Degree	25 to 34 years	4.0%	17.6%	11.9%	7.5%	7.9%	7.1%
College Graduates - Bachelor's Degree and Higher	25 to 34 years	2.2%	8.7%	9.3%	4.9%	4.6%	3.4%
High School Graduates, No College	35 to 44 years	4.2%	15.4%	9.7%	8.5%	9.0%	6.8%
Some College or Associate Degree	35 to 44 years	2.8%	13.3%	10.0%	5.6%	7.5%	5.1%
College Graduates - Bachelor's Degree and Higher	35 to 44 years	1.8%	6.7%	5.7%	3.5%	3.1%	2.7%
High School Graduates, No College	45 to 54 years	3.2%	16.6%	9.8%	7.9%	6.9%	6.7%
Some College or Associate Degree	45 to 54 years	2.6%	12.7%	8.0%	5.6%	5.2%	4.6%
College Graduates - Bachelor's Degree and Higher	45 to 54 years	1.8%	7.6%	6.1%	4.0%	3.4%	2.9%
High School Graduates, No College	55 to 64 years	3.3%	14.8%	9.4%	5.1%	5.5%	4.8%
Some College or Associate Degree	55 to 64 years	2.7%	14.1%	9.6%	6.6%	5.4%	5.4%
College Graduates - Bachelor's Degree and Higher	55 to 64 years	2.1%	8.9%	6.8%	3.7%	5.0%	4.0%
High School Graduates, No College	65 years+	3.0%	19.0%	8.8%	5.5%	5.5%	3.9%
Some College or Associate Degree	65 years+	2.4%	16.9%	12.5%	6.1%	4.5%	5.3%
College Graduates - Bachelor's Degree and Higher	65 years+	2.9%	11.7%	7.1%	4.4%	5.5%	4.8%

7

High-Value Credentials

8

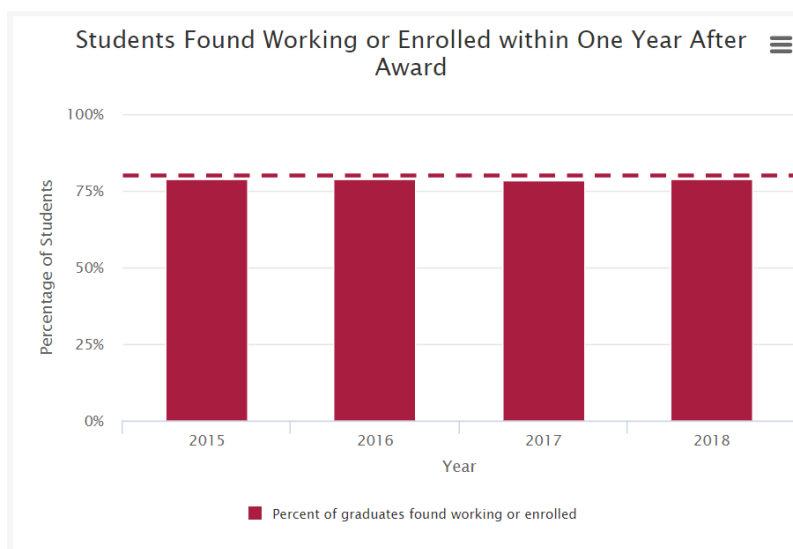
Marketable Skills Goal

By 2030, all graduates from Texas public institutions of higher education will have completed programs with identified marketable skills

- All institutions should identify marketable skills for each academic program
- Maintain the percentage of students working or enrolled one year after earning a degree or certificate at 80%

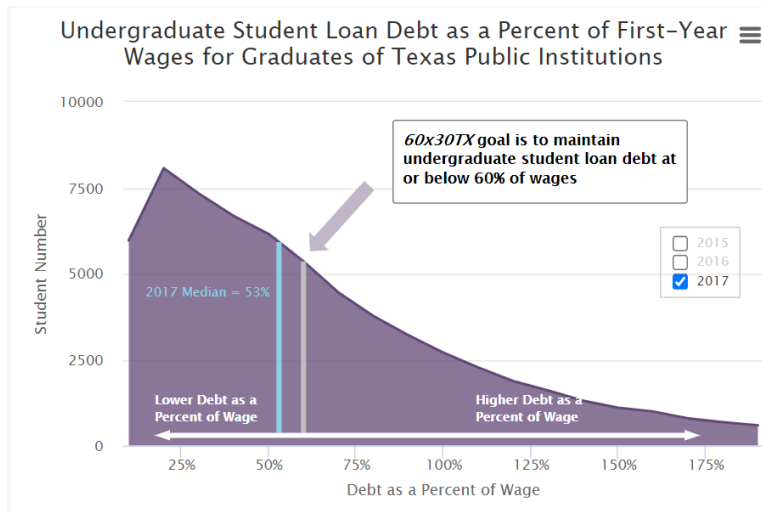
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Marketable Skills Goal



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Student Debt Goal Maintained



11

High-Value Credentials

“Estimates demonstrate as many as 375 million workers – or 14% of the global workforce – would have to switch occupations or acquire new skills by 2030 because of automation and artificial intelligence.”

- **Jon Gustafson**, Lockheed Martin
Summer Summit, June 28, 2021

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12

Research and Development

13

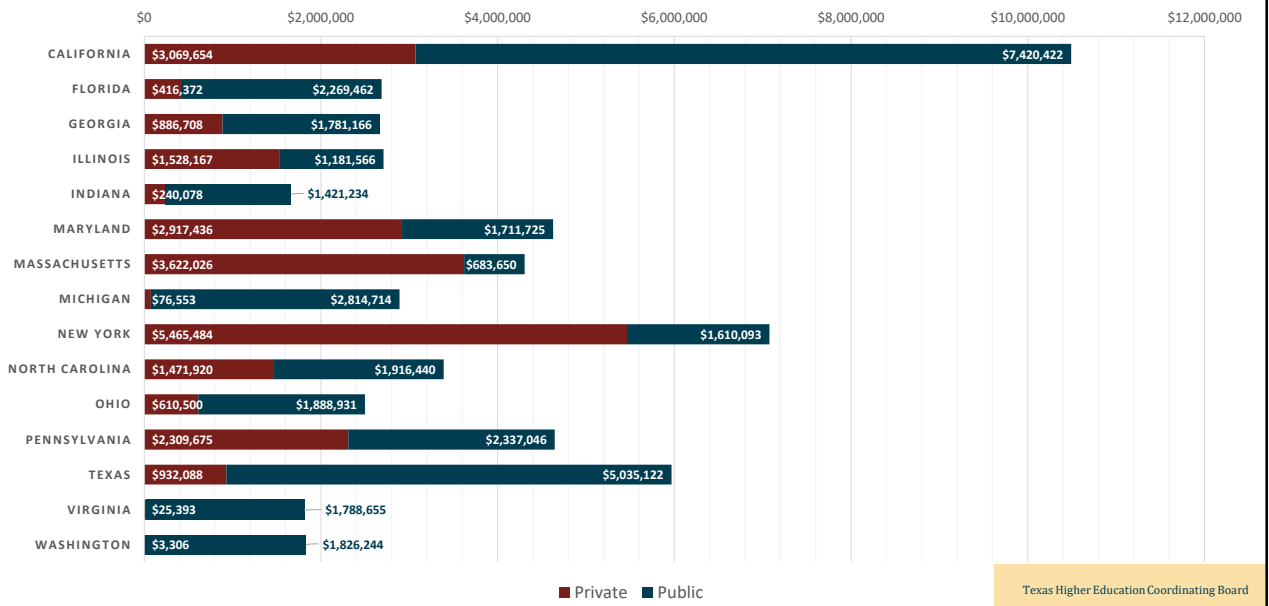
Research and Development Landscape in Texas

- Texas was **third** in the nation in 2019 in total research expenditure
- From 2010 to 2019, Texas held steady at **7%** of all U.S. R&D expenditures
- Overall, Texas institutions command a large proportion of total U.S. research activity, however, it's diffused over a broader range of institutions than in many other states
- In 2019, only **two** Texas institutions were in the top 25 nationwide by total R&D expenditures:
 - University of Texas M.D. Anderson at #20
 - Texas A&M University/Health Science Center at #22

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14

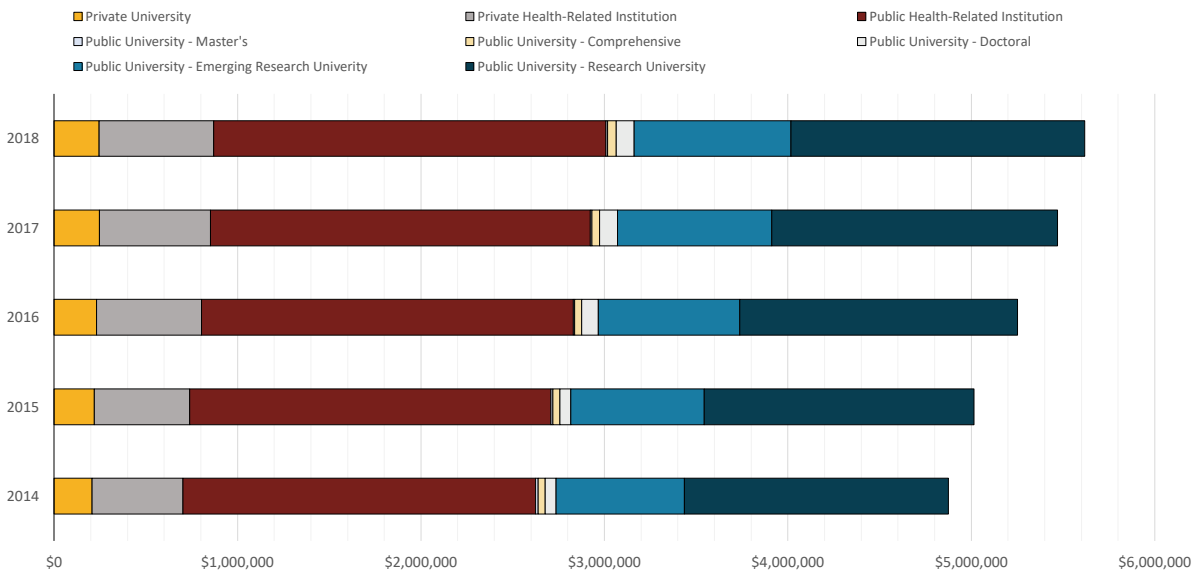
Texas ranked third nationally for total research expenditures (2019)



15

Total R&D Expenditure in Texas by Institution Type

2014-2018



16

State Research Funding

	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021
State Research Funding at Texas Public Universities	\$385,090,375	\$338,136,052	\$271,161,825	\$281,470,636	\$373,089,991	\$341,255,919

Several state-funded programs provide financial supports to different types of institutions (GAIs/HRIs) to advance in this space:

- National Research University Fund
- Governor's University Research Initiative
- Texas Research Incentive Program
- Texas Research University Fund
- Core Research Support Fund
- Texas Comprehensive Research Fund

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Equity

Equity Considerations

“When the plan was launched in 2015, the economy looked very different. We were at full employment... and even then, we were still seeing an economy that was leaving many folks behind.”

- **Marcela Escobari**, Senior Fellow, Brookings Institution, *Summer Summit, June 28, 2021*

“We need to represent the society we serve better than we historically have.”

- **Ruth Watkins**, President, Strada Impact, *Summer Summit, June 28, 2021*

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19

Next Steps

20

Public Comment

July 30

- Post in Texas Register for public comment

August 29

- Deadline to submit comment
- Submit to:
 - Melissa Henderson, Associate Commissioner, Texas Higher Education Coordinating Board, P.O. Box 12788, Austin, Texas, 78711, or via email to 60x30txrefresh@highered.texas.gov

October 21

- Comments and responses will be reflected in October board meeting materials

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21

Upcoming Milestones

July

- Continue research, discovery, and thought leader conversations on goals and metrics

August-September

- Refinement of goals and metrics
- Drafting of the strategic plan
- Targeted stakeholder engagement

October Board Meeting

- Approval of strategic plan

Fall Leadership Conference

- External launch of strategic plan

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22

Questions?