

## Marketable Skills Goal



Texas Higher Education  
Coordinating Board

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## **MARKETABLE SKILLS**

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

**In a 2015 national study, 85 percent of surveyed college freshmen identified “getting a better job” as the most important reason for attending college.**



## MARKETABLE SKILLS Targets

Targets to Reach the Goal	2020	2025	2030
By 2020, institutions will have created and implemented a process to identify and regularly update marketable skills for each of their programs, in collaboration with business and other stakeholders.	100% Implemented	Continuously Updated	
Maintain the percentage of students who are found working or enrolled within one year after earning a degree or certificate.	80%	80%	80%



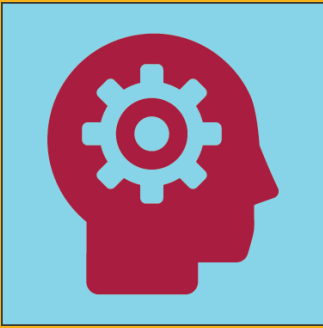
## **MARKETABLE SKILLS**

**Efforts to achieve this goal**

- **Marketable Skills Conference, April 2016**
- **Marketable Skills Guidelines**
- **Marketable Skills Conference, April 2018**
- **Career Readiness Handbook**

**Coming soon...**

- ***60x30TX* Internship Toolkit**
- **Marketable Skills Conference, 2020**



# Career Readiness Handbook



## CAREER READINESS

TEXAS HIGHER EDUCATION COORDINATING BOARD  
& TEXAS WORKFORCE COMMISSION



Go to [www.60x30TX.com](http://www.60x30TX.com) → Resources → Reports



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## MARKETABLE SKILLS Progress so far

