

[www.60x30TX.com](http://www.60x30TX.com)



Texas Higher Education  
Coordinating Board

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## 60x30TX.com Highlights

**Consumer-friendly site that provides “snapshot” data**

- Hot topics
- Infographics
- Interactive statewide, regional and institutional data
  - PDF capability
- Resources, media announcements, events
- Videos
- Ability to “deep dive” to accountability



2

# 60x30TX.com Communications Strategy

## Bill & Melinda Gates Foundation-funded site

- Webinar training for media and legislative staff
- Mention of the website in agency communications materials and social media
  - Media releases, flyers, Twitter, etc.
- Gratis 60-day Texas Tribune promotional campaign
  - May 1-June 30



## 60x30TX.com

