

Marketable Skills Implementation Guidelines



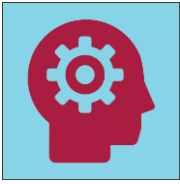
Texas Higher Education Coordinating Board

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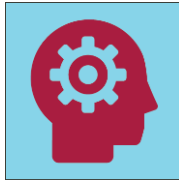
MARKETABLE SKILLS

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

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%



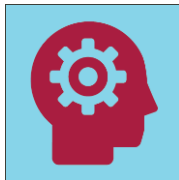
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MARKETABLE SKILLS

Questions from the Field

- What is a marketable skill?
- Is this goal trying to turn higher education into workforce training?
- What is required from institutions?
- How can we get started?
- Are marketable skills the same as student learning outcomes?



MARKETABLE SKILLS

Section Headers from the Implementation Guidelines

The Big Picture

Marketable Skills Defined

Higher Calling → Graduate Success

What is Required?

Tracking the Marketable Skills Goal

Getting Started

Marketable Skills ≠ Learning Outcomes, But SLOs are Great Place to Start

Your Role

Our Role

Frequently Asked Questions

MARKETABLE SKILLS
Section Headers from the Implementation Guidelines

The Big Picture

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What is Required

Tracking the Marketable Skills Goal

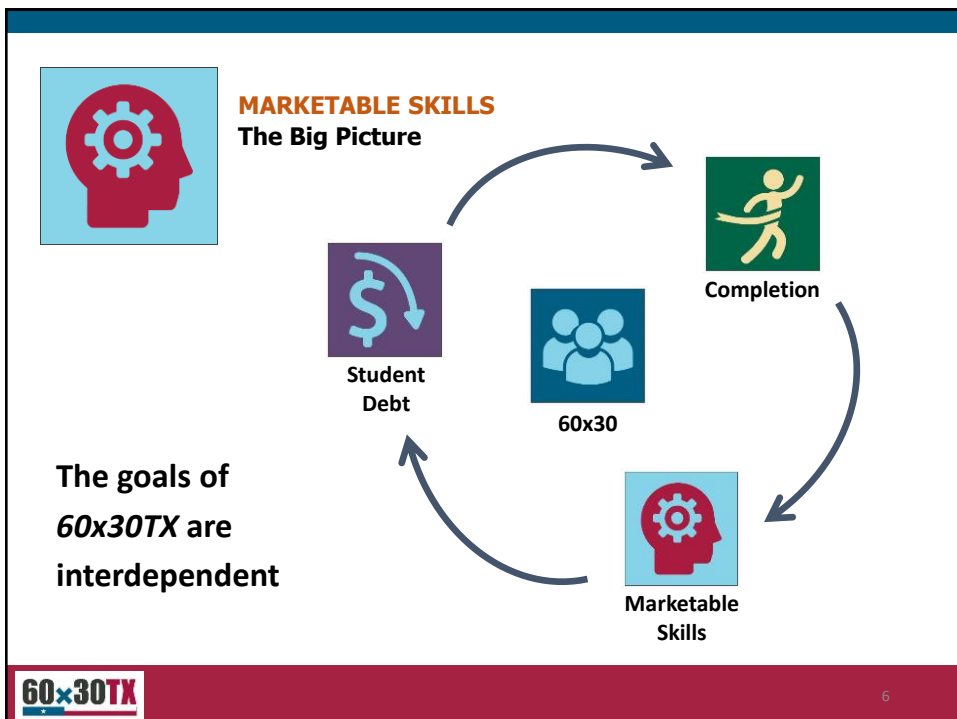
Getting Started

Marketable Skills ≠ Learning Outcomes, But Skills are Great Once to Start

Our Role

Frequently Asked Questions

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MARKETABLE SKILLS

Getting Started

Work with Career Services

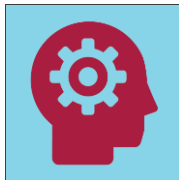
Use Available Resources:

- Survey(s)
- O*NET Online
- Launch My Career TX ★
- Pipeline Partners
- Degree Qualifications Profile (DQP)
- Liberal Education and America's Promise (LEAP)
- NACE* Competencies



*National Association of Colleges and Employers

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MARKETABLE SKILLS

Stakeholder Roles

- Coordinating Board
- Career Services
- Campus Leadership
- Employers
- Faculty
- Students



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☒ Marketable Skills
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