www.60x30TX.com



Texas Higher Education Coordinating Board

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60×30TX

# 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

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1

## 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

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#### 60x30TX.com 60×30TX.com WHY 60x30TX GOALS - RESOURCES - EVENTS THECB **Educated Population** OUR PLAN OVERVIEW ✓ ACHIEVING OUR PLAN The aim of the 60x30TX higher education strategic The 60x30TX plan contains four broad goals. Each economy dependent on skilled and knowledgeable workers. Although Texas is improving at increasing plan is to help all students achieve their goal contains a set of targets that will move the educational goals and help Texas remain globally competitive for years to come, because higher state forward. Success in achieving the goals rests heavily on collaboration among higher education, college completions for students from groups that traditionally have not earned certificates or degrees in large numbers, the state has not education improves the lives of Texans. K-12 education, and the workforce, as well as on the local creativity of Texas two- and four-year improved quickly or broadly enough to keep up with changes in demographics. 60×30TX

2 04/17