

# Building a College-Going Culture in Northeast Texas

[WWW.60x30NETX.COM](http://WWW.60x30NETX.COM)

## **60x30TX IS THE HIGHER EDUCATION STRATEGIC PLAN FOR THE STATE OF TEXAS**

Texas has become increasingly engaged in a global economy dependent on skilled and knowledgeable workers. Although Texas is improving at increasing college completions for students from groups that traditionally have not earned certificates or degrees in large numbers, the state has not improved quickly or broadly enough to keep up with changes in demographics.

### **GOAL ONE: EDUCATED POPULATION**

At least 60 percent of the Texas population ages 25-34 will have a certificate or degree by 2030. Supports the economic future of the state.

### **GOAL TWO: COMPLETION**

At least 550,000 students in 2030 will complete a certificate, associate, bachelor's, or master's from an institution of higher education in Texas.

### **GOAL THREE: MARKETABLE SKILLS**

All graduates from Texas public institutions of higher education will have completed programs with identified marketable skills.

### **GOAL FOUR: STUDENT DEBT**

Undergraduate student loan debt will not exceed 60 percent of first-year wages for graduates of Texas public institutions.

**60x30TX**  
# 60x30NETX

# WE'RE ALL IN THIS TOGETHER

## April 25, 2017: 60x30TX Day in Northeast Texas

Let's blanket our community with the message that higher education is important! We encourage you to start talking about 60x30TX now, but we hope you'll participate in 60x30TX Day in Northeast Texas by completing one or more of the following:

### INDIVIDUALS

- Talk to your family, friends and coworkers about the importance of earning a college degree or certificate.
- Help a young person make a plan for college—it's never too early to start planning!
- Post about the importance of earning a college degree or certificate on social media using the hashtag **#60x30NETX**. Tag your local higher education institutions so they can share, too!

### BUSINESSES & SCHOOLS

- Snap a photo of your employees/students with a 60x30TX foldout banner and share it on your business's social media accounts using the hashtag **#60x30NETX**. Make sure you tag your local higher education institutions so they can share, too!
- Add "60x30TX: Building a College-Going Culture in Northeast Texas" to your marquee.
- Host a 60x30TX Signing Day at your business/school
- Display a yard sign at your business/school location(s)
- Display a 60x30TX poster at your business/school
- Distribute 60x30TX information to your employees and/or students
- Schedule a time for a college representative, student or alumni to speak to your employees and/or students about 60x30TX

Learn more, request materials and submit photos at  
**WWW.60x30NETX.COM**