Marketable Skills: What is That?

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The Texas Higher Education Strategic Plan

The four goals in the 60x30TX Plan are essential to the future prosperity of Texas.

**THE OVERARCHING GOAL: 60x30**
At least 60 percent of Texans ages 25-34 will have a certificate or degree.
- Supports the economic future of the state

**THE SECOND GOAL: 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.
- Requires large increases among targeted groups

**THE THIRD GOAL: MARKETABLE SKILLS**
All graduates from Texas public institutions of higher education will have completed programs with identified marketable skills.
- Emphasizes the value of higher education in the workforce

**THE FOURTH GOAL: STUDENT DEBT**
Undergraduate student loan debt will not exceed 60 percent of first-year wages for graduates of Texas public institutions.
- Helps students graduate with manageable debt
60x30TX Includes Four Student-Centered Goals

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What is a marketable skill?

Students exit from any degree program with a variety of skills.

Marketable skills include interpersonal, cognitive, and applied skill areas, are valued by employers, and are primary or complementary to a major.
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In a 2012 national study, 88 percent of surveyed college freshmen identified “getting a better job” as the most important reason for attending college.
Employability Skills

• How to dress

• How to act

• Show up on time

• Play nice
Marketable Skills – What?

• Foundational Skills

• Soft Skills

• Core Curriculum

• Hard Skills
 Marketable Skills – Where?

Liberal Arts (Social and Behavioral Sciences, Humanities, Math, Science) – Hard Skills

Career and Technical Education – Soft Skills