

# 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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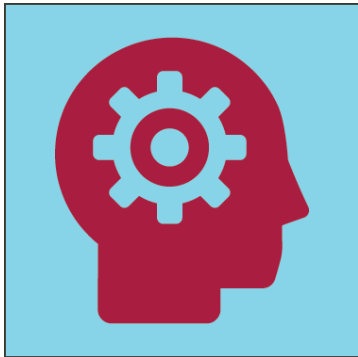
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### **What is a marketable skill?**

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

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- How to dress
- How to act
- Show up on time
- Play nice

# Marketable Skills – What?

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- Foundational Skills
- Soft Skills
- Core Curriculum
- Hard Skills

# Marketable Skills – Where?

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

Career and Technical Education – Soft Skills