An Overview of the Marketable Skills Goal and Implementation Guidelines

Ginger Gossman, Ph.D.
Senior Director, Innovation and Policy Development

Rex Peebles, Ph.D.
Assistant Commissioner, Academic Quality and Workforce
MARKETABLE SKILLS
Goal: By 2030, all graduates from Texas public institutions of higher education will have completed programs with identified marketable skills.

<table>
<thead>
<tr>
<th>Targets to Reach the Goal</th>
<th>2020</th>
<th>2025</th>
<th>2030</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td></td>
<td>100%</td>
<td>Continuously Updated</td>
</tr>
<tr>
<td>Maintain the percentage of students who are found working or enrolled within one year after earning a degree or certificate.</td>
<td></td>
<td>80%</td>
<td>80%</td>
</tr>
</tbody>
</table>
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 PLOs and SLOs are Great Place to Start
Your Role
Our Role
Frequently Asked Questions
**MARKETABLE SKILLS**

Data Collection in 2017

---

**Questions**

Enter the number and percentage for which marketable skills have been identified. For example, 62.5% should be entered as 0.625.

<table>
<thead>
<tr>
<th>All Programs</th>
<th>Programs with Identified Marketable Skills</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>19</td>
<td>0</td>
<td>0.0</td>
</tr>
</tbody>
</table>

Submit
MARKETABLE SKILLS
Reported Percentage of Programs with Identified Marketable Skills (n=48)
MARKETABLE SKILLS
The Big Picture

The goals of 60x30TX are interdependent
MARKETABLE SKILLS
Getting Started

Work with Career Services

Use Available Resources:

- Survey(s)
- O*NET Online
- LMI and Launch My Career TX
- Pipeline Partners
- Degree Qualifications Profile (DQP)
- Liberal Education and America’s Promise (LEAP)
- NACE* Competencies
MARKETABLE SKILLS
Stakeholder Roles

• Coordinating Board
• Campus Leadership
• Faculty

• Career Services
• Employers
• Students
Sign Up for e-Updates

Enter your email address, and create a password

Subscription Topics

- [ ] 60x30TX
- [ ] 60x30TX Goal
- [ ] Completion Goal
- [x] Marketable Skills
- [ ] Student Debt Goal
MARKETABLE SKILLS
THECB Contacts

Ginger Gossman, Ph.D.
Senior Director, Innovation and Policy Development
(512) 427-6452
Ginger.Gossman@thecb.state.tx.us

Rex Peebles, Ph.D.
Assistant Commissioner, Academic Quality and Workforce
(512) 427-6520
Rex.Peebles@thecb.state.tx.us