

TEXAS COUNCIL OF CHIEF ACADEMIC OFFICERS (TCCAO)

Quarterly Meeting Notes

April 21, 2021; 3:00-4:10 p.m. (CST) via Zoom

Welcome

TALA Reminder

Christopher Maynard, TCCAO President, Interim Provost, Sam Houston State University

- Check our website for info, including meeting notes: <http://www.tccao.org/>.
- Reminder to nominate a team member for the Texas Academic Leadership Academy, sponsored by TCCAO, run by SHSU's College of Education. Priority deadline for guaranteed placement is May 1; additional participants will be happily accepted, space permitting (beyond the usual 2-3/per institution). Additional information is available at: <http://www.tccao.org/tala/index.html>.

THECB Update

Melissa Henderson, Associate Commissioner for Development and the Executive Director of the Texas Higher Education Foundation, provided an update on the "refine and refresh" update and status of "60X30TX Refresh."

- For more information, see attached presentation slides; or 60x30TXRefresh@highered.texas.gov, or Melissa.henderson@highered.texas.gov
- Q&A:
 - *Will this data be shared?* Yes, in support of/for the goals; and to make the data more accessible to institutional partners
 - *Are new goals intended to supplant the previous ones, or add to them?* Intent is to add to them; still planning how to integrate new goals
 - *Please elaborate on how you're defining high-value credentials.* Things such as upward mobility, demonstration of demand in the field, etc.; while trying to cover the vast array of items covered by "credentials"; referenced tool created with Brookings Institution, see also https://brookingswof.shinyapps.io/TX_workforce_dev_app/
 - *Does THECB expect public IHEs to integrate industry-recognized or industry-issued credentials into their curricula?* THECB wants to be a thought partner, to help provide data to inform decisions at the campus, to do what's right for the campus and students
 - *Please elaborate on closing equity gaps by learner populations and characteristics with this next phase of 60x30TX.* Equity has to be front and center; however, we ultimately decide on definitions and metrics; make sure equity is grounded in the conversations, and that the data is disaggregated to inform the conversations and allow for measuring
 - *How will credentials not dependent on clock hours in seat be treated – remain non-credit or is there a path for providing credit?* Conversation is just starting around metrics and goals – the beginning of the plans for implementation, providing what is needed

Legislative Update

Sean Cunningham, Vice Chancellor for Governmental Relations, Texas State University System (TSUS)

Pierce Mitchell, Assistant Vice Chancellor for Governmental Relations, TSUS

Candice Woodruff, Director of Policy & Planning, TSUS

- Mitchell gave an overview of the process and current state: this Session, the process has really been slow, complicated by not only COVID, but also a new Speaker, then 'SNOVID' – which also changed the tone of the legislative session (e.g., addressing our energy grid, COVID recovery efforts, limiting power of governor, etc.). We are late into the process—only 5 weeks or so until

adjournment—and approaching some very important deadline dates. Specifically, with respect to the House and Senate Higher Ed Committees, Representative Jim Murphy (new chair) and Senator Brandon Creighton, respectively, have done a good job syncing hearings for a more streamlined process.

- Woodruff gave a brief overview and provided some detailed context on a handful of bills: Currently, the team is tracking over 300 bills with HE or HE-admin-related components, 50 have cleared as of today – Legislature is passing bills every day now; we are watching a small group.
 - Funding (e.g., TRB, tuition freeze, etc.);
 - Academic (e.g., curriculum requirement in American History; out of state clerkships; transferability (SB 1963 (West)); etc.), with a little extra focus on:
 - Tenured faculty, with two different bills heard in Senate HE last week – mainly for Senatorial conversation as opposed to true legislative changes; thanks to the HE representatives who testified well; and
 - Textbook-related bills; with two moving (1701 & 1231); otherwise, with so many changes, difficult to speak to the nuances since it has changed so much
 - Image & likeness bill: will have a lot of amendments and moving parts to sort.
- Likelihood of special called sessions, most likely in September for redistricting, could include TRB or other bills to the call, as these benefit everyone.

Treasurer's Report

Serenity King, TCCAO Treasurer, Associate Provost for Policy & Program Coordination, The University of Texas at Dallas

- *For details, please see attached report.*
- Maintaining the TCCAO membership list is one of the major tasks the Treasurer manages – please be sure to send any changes to Serenity.

General Discussion

Pranesh Aswath, TCCAO Vice President, Provost and Vice President for Academic Affairs, *Ad Interim*, The University of Texas at Arlington

- Discussion on **standardized tests, not using scores**: what are you doing on your campuses?
 - Went test-optional this year and next, using a different evaluation process with GPA -- seems to be working so far, based on tracking, waiting on spring grades and next fall 's retention/persistence (SHSU)
 - Equity issues with scores among different demographics; looking at other curricular performance, a more holistic approach to student achievement
- Discussion on **letters of recommendation**, referencing *Chronicle* article. How much time are we putting into writing and reading them? Not only for faculty, but also for grad students.
 - Switch to references instead of letters, using LORs where deciding factor needed (SHSU)
- Discussion on **international student enrollment**. (no feedback)

Future Meeting Date

July 21, 2021 (Zoom)

- At this meeting, the group will decide for the coming year when it may be appropriate to return to in-person meetings in Austin; officer nominations will be conducted at this meeting, too.

Adjournment (4:10pm)

Texas Higher Education Coordinating Board

60x30TX Refresh

*Melissa Henderson, Associate Commissioner of Development,
Executive Director, Texas Higher Education Foundation*

April 22, 2021

The *60x30TX* Strategic Plan for Texas Higher Education



60x30TX

60% of Texans 25-34 with credentials by 2030



Completion

550,000 credentials in 2030



Marketable skills

Marketable skills for all credentials

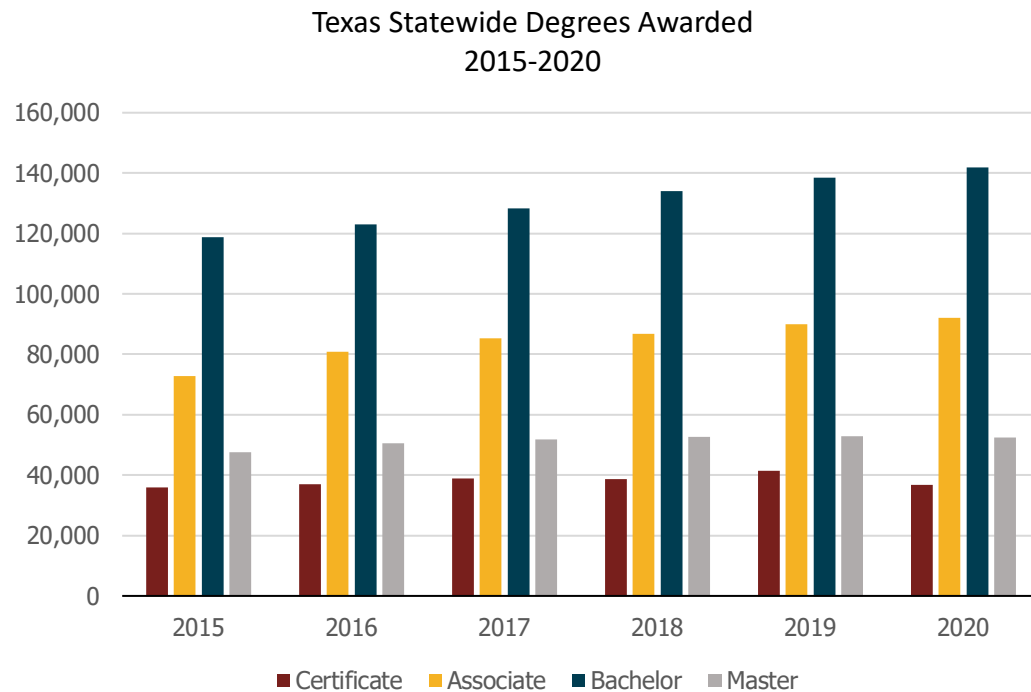


Student debt

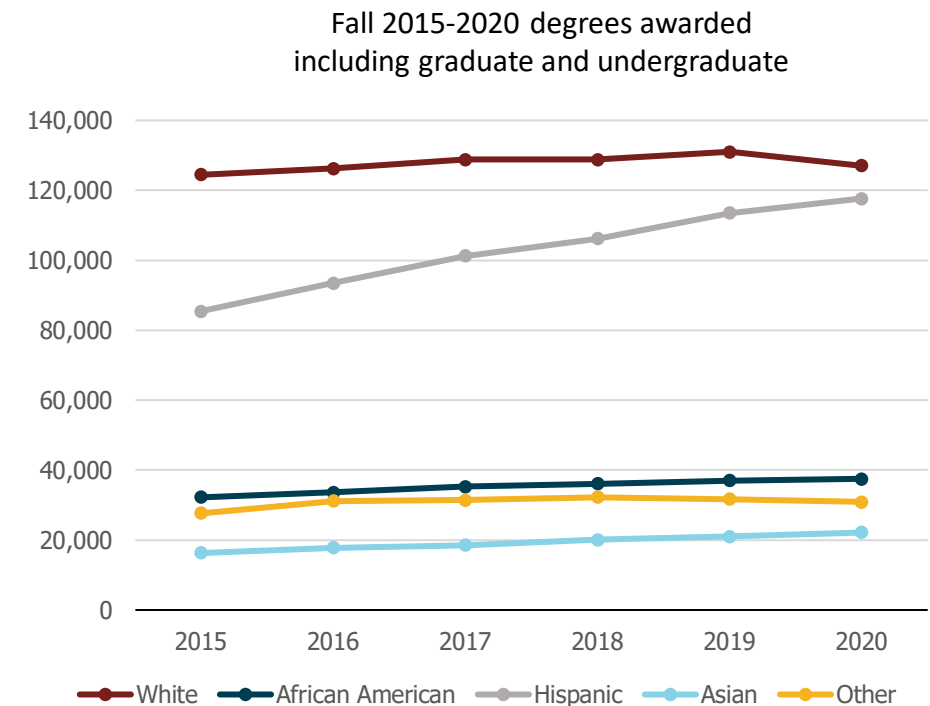
60% of first-year wages

Increases in Degree Completions, 2015-2020

Degrees Awarded by Credential



Degrees Awarded by Race & Ethnicity



Unemployment and Educational Attainment

Unemployment rates by educational attainment

United States:

Jan. '20: 3.6%

Dec. '20: 6.7%

Bachelor's degree:

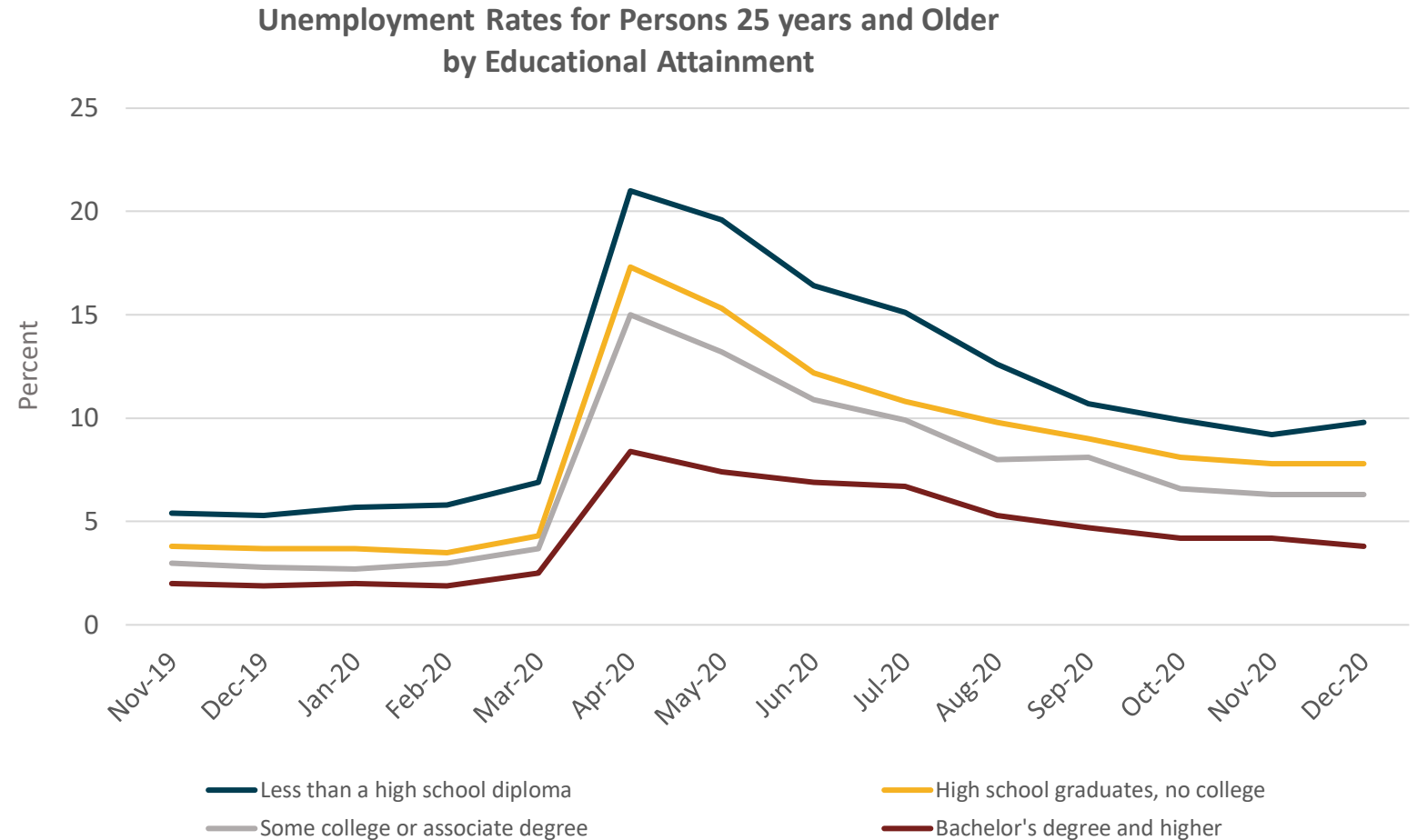
Jan. '20: 2%

Dec. '20: 3.8%

Texas:

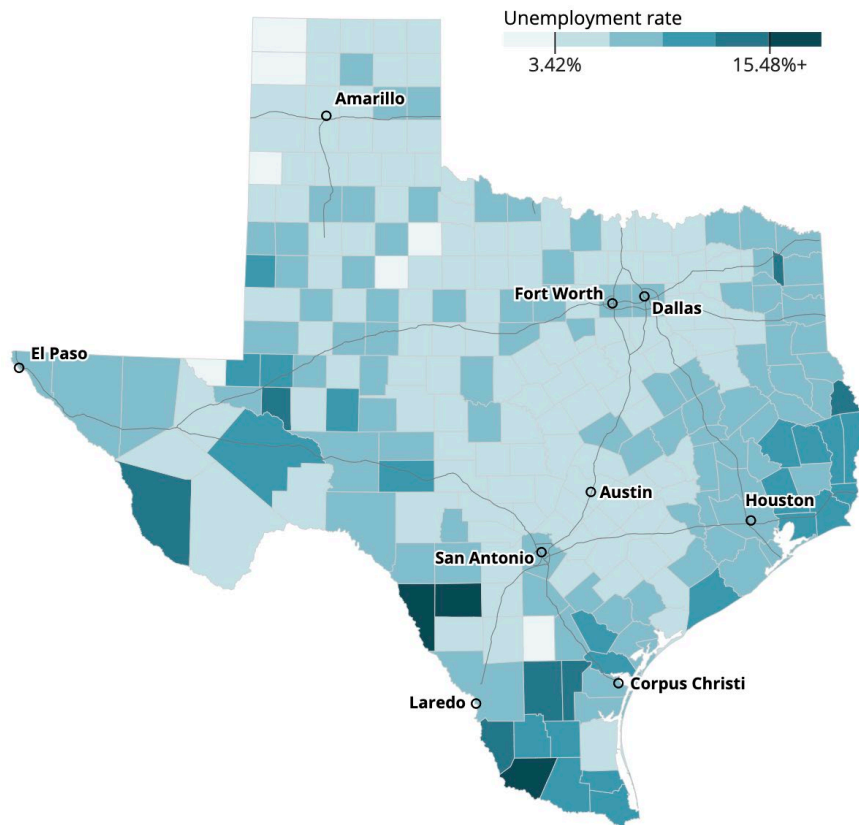
Jan. '20: 3.5%

Dec. '20: 7.2%



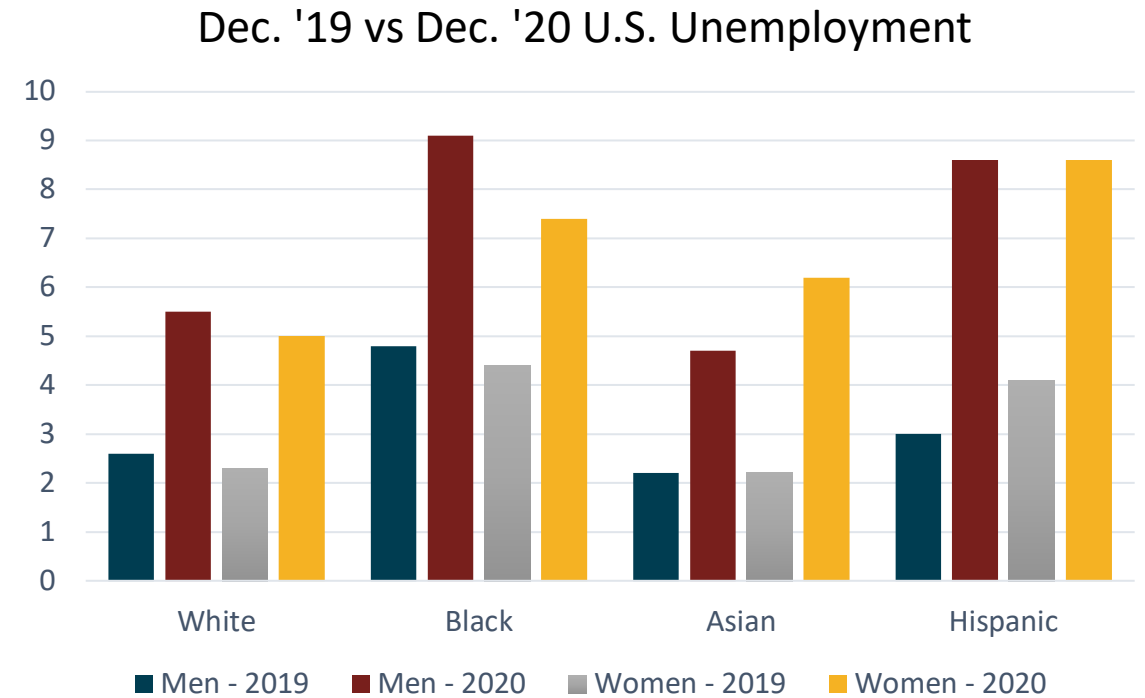
Unemployment by Geography, Demographics

Unemployment by Texas County, Dec. '20



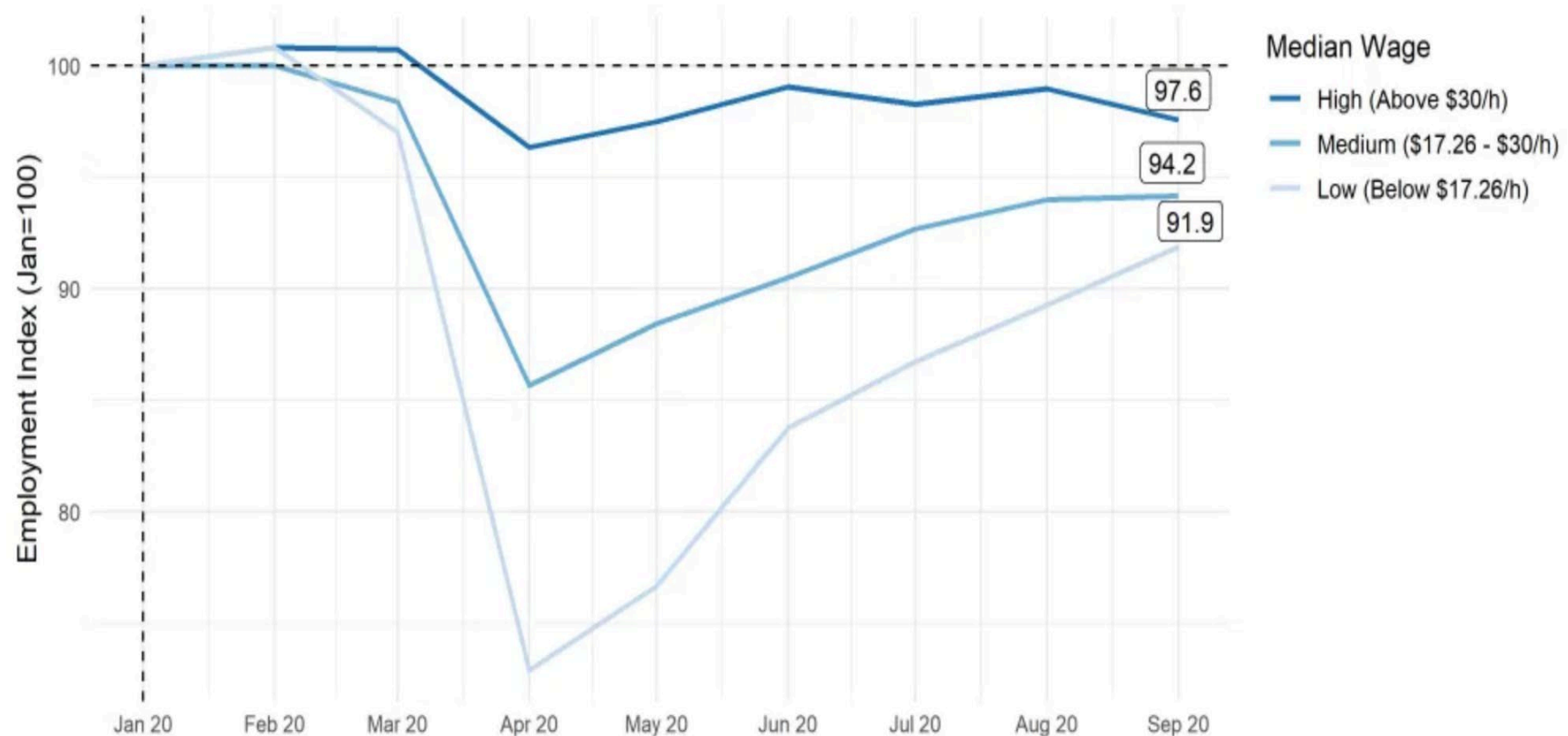
Source: [Bureau of Labor Statistics](#)

U.S. Unemployment by Race & Ethnicity, Sex



COVID-19 Impact Based on Wage

Nationally, low-wage workers were hit the hardest by COVID-19 and have recovered the slowest



Source: Brookings analysis of IPUMS CPS and OES data

Unemployment and Enrollment at Two- and Four-Year Texas Institutions

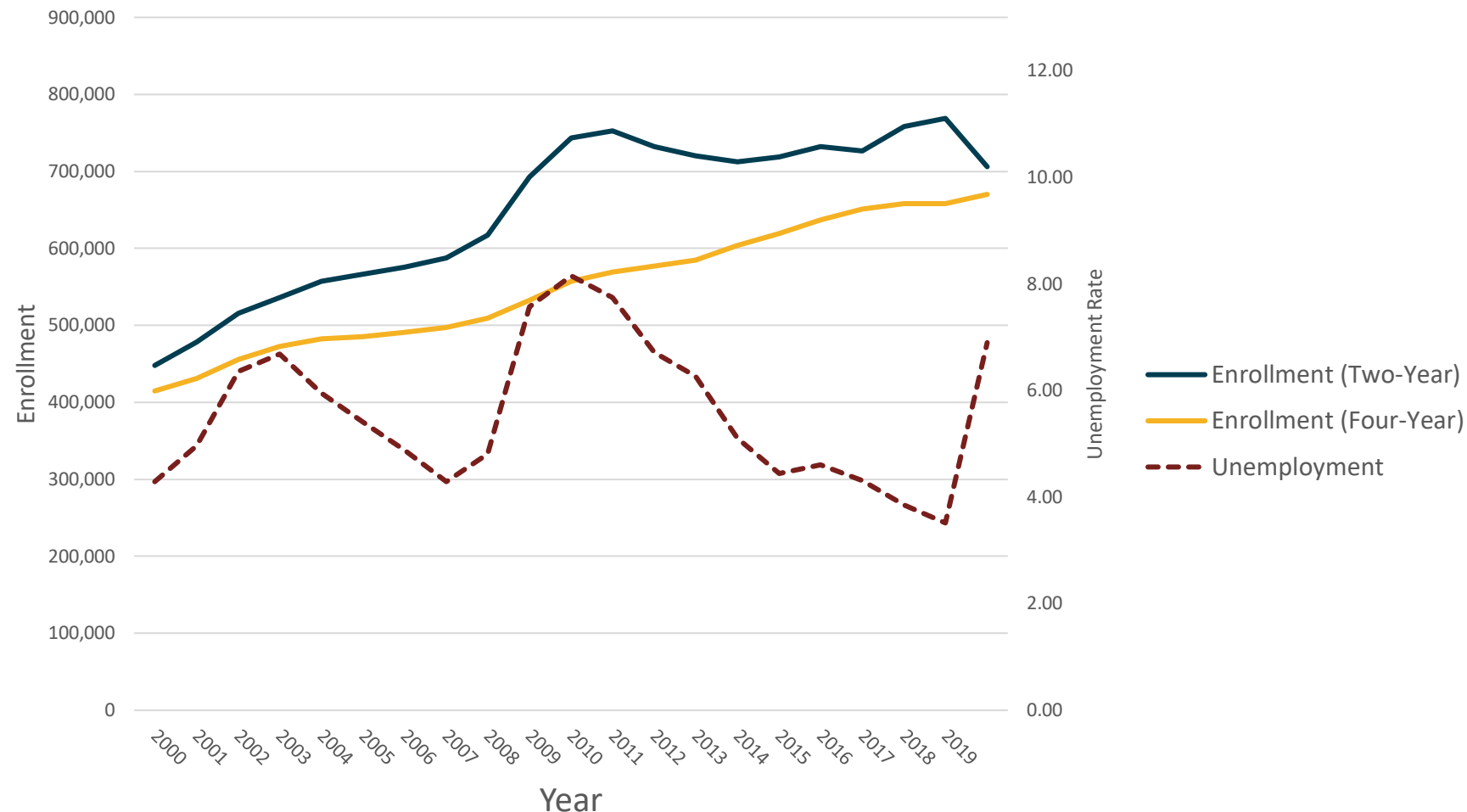
2000 - 2020

Historically, enrollments at both two- and four-year institutions rise when unemployment is high.

During the most recent crisis, two-year institutions have seen large enrollment declines (-8.85%).

Continuing workforce education has seen the largest decline (-50%).

Statewide, four-year institutions show modest growth (+1.38%).



Strengthening the 60x30TX plan

Build on the focus of the original 60x30TX plan to increase postsecondary attainment by developing clear goals that expand the educated workforce and drive economic prosperity.



Leverage and accelerate innovation to drive research, commercialization, and economic development. The challenges posed by COVID-19 have spurred and accelerated innovations globally. By prioritizing research, data, and technology, our institutions will drive discoveries and economic development opportunities that are crucial for the state's future prosperity.



Prioritize high-value credentials to align with workforce needs. Certain skills and credentials will be especially important to help displaced workers immediately return to work, and create a more resilient Texas workforce for the future.



Expand our focus to adult learners beyond 25-34-year-olds. Building a more adaptable workforce that can navigate current challenges and drive long-term economic growth requires a strategic emphasis on expanding opportunities for all Texans.



Ensure all Texans have equal access to tools and resources that promote educational attainment. The disproportionate impact of COVID-19 on Black, Hispanic, rural, and low-income Texans has magnified the importance of removing barriers to high-quality postsecondary education and training so all Texans can participate in, contribute to, and benefit from the Texas economy.

THECB Strategic Architecture



Revised Strategic Plan Framework

Advancing Economic Resiliency

Build a talent-strong Texas that propels continued economic growth and positions the state to successfully rebound from economic challenges.

Expand opportunities

Ensure opportunities for economic mobility for every Texan

Innovate for tomorrow's Texas

Harness the power of innovation to create a more vibrant future for Texans

Current goals

**Attainment
goal**

**Completion
goal**

**Marketable
skills goal**

**Student debt
goal**

Refreshed priorities

High-value credential goal

**Adult learner attainment
goal**

**Research & development
goal**

**Equitable attainment of all
goals**

Stakeholder Engagement

Listening Sessions

"We had such a strong, impressive group! [Our facilitator] did a fantastic job of leading the discussion. I was impressed all around."

– Nonprofit leader

"I enjoyed hearing from some of the very significant leaders in education and our community. It was an honor to be a part of it, and I hope I was able to contribute something worthwhile."

– Business leader

By the Numbers

Conducted nine virtual listening sessions with co-hosting universities and community colleges

- More than 500 individuals RSVP'd
 - Overall, roughly half were from education and half from business/nonprofit/philanthropy
- Approximately 20% were from business
 - Central Texas had the largest number of non-education participants who outnumbered higher ed

Tenth business-centric listening session held April 14 with around 60 RSVPs

Listening Sessions Takeaways

Key takeaways

There were several common themes that emerged across the four priority areas during the nine regional listening tours:

- Better and more targeted communications and marketing of programs to students with some college and no degree and to those with no college experience
- Improved broadband access for rural students
- More flexibility in program length and time of course offerings
- Expand wraparound services for adult learners and historically underserved groups, including advising, childcare, transportation, food pantries, emergency aid

Next Steps

Virtual Spring Summit

- Reiterate importance and urgency of this work
- Share key themes that emerged from the listening sessions
- Panel discussion exploring the four priority areas of the refreshed plan
- Student stories

Targeted Engagement

- Targeted set of focus groups hosted in partnership with other organizations to begin discussion of potential metrics and how those resonate with key stakeholders (e.g., business focus group, school district focus group, etc.)

Plan Development

Goals & Metric Drafting

Research

- Best practices across the nation on goals and metrics, with particular attention to the four priority areas
- Data collection/action strategies in Texas

In Process

- Engagement with institutional stakeholders to gather information about their perspective on the four priority areas
- Convene national thought leaders to provide insight into the possible areas that should be considered in development of the plan
- Establish design principles that will facilitate the development of the goals and metrics

Texas Council of Chief Academic Officers
Treasurer's Report
as of: 4/21/2021

	Activity	Income	Expense	Balance
9/18/20	Beginning Balance (transferred from UT Arlington)			\$31,578.40
10/21/20	Membership Dues Received from 10/12/2020 - 10/21/2020	\$5,250.00		\$36,828.40
1/19/21	Membership Dues Received from 10/22/2020 - 01/19/2021	\$4,200.00		\$41,028.40
1/17/21	Credit card fees from 10/12/2020 - 12/31/2020		\$167.87	\$40,860.53
4/20/21	Membership Dues Received from 01/20/2021 - 04/20/2021	\$1,100.00		\$41,960.53
4/20/21	Credit card fees from 01/01/2021 - 03/31/2021		\$27.40	\$41,933.13
	Totals	\$10,550.00	\$195.27	
	Current Balance			\$41,933.13