COMMUNITIES UNITE TO SUPPORT COLLEGE ENROLLMENT ON GENTX DAY
On the Third Annual Celebration of the Generation Texas Movement, Communities Around the State Encourage Students to “Take a Step on GenTX Day”

AUSTIN – On Friday, May 3, Generation TX (pronounced “Generation Texas”) will see its third GenTX Day come to life as students, educators, businesses and nonprofits in local communities across the state wear college t-shirts and hold rallies in a unified show of support to promote a college-going and career-ready culture in their hometowns.

This year, the Texas Higher Education Coordinating Board (THECB), creators of the Generation Texas movement, is encouraging GenTX Day enthusiasts to take at least one of three steps towards college on GenTX Day:

- Fill out a college application
- Take a college tour
- Be a college mentor

THECB has expanded the GenTX Day campaign with a new theme for this year: “Take a Step on GenTX Day.” The new theme is designed to motivate school and community groups to celebrate the day with college enrollment activities that help close educational gaps in their community. GenTX Day activities planned for this year include several new contests and a line-up of key community GenTX Day partners across the state.

“It’s been very exciting to see all the GenTX enthusiasm and support that continues to grow in communities all across the state,” said Texas Higher Education Commissioner Raymund Paredes. “This year is all about taking that show of support to a higher level by expanding the call to action to put all of our students on a path to college and career readiness. If we all take a step in that direction on GenTX Day, it will inevitably create a major growth opportunity for our communities and our state.”

Examples of activities around the state on GenTX day include:

- **Amarillo**: Texas Panhandle P-16 Council and West Texas A&M University are collaborating with Amarillo College and Clarendon College to hold a college application drive in the region.
- **El Paso**: El Paso Collaborative for Academic Excellence and The University of Texas at El Paso are collaborating with El Paso Community College to hold college application drives at area high schools.
- **Laredo**: Council for Educational Excellence and Texas A&M International University are partnering with Laredo Community College to hold college application drives at area high schools.
• **Work-Study Mentorship Program**: More than 700 work-study mentors in this THECB program have been trained to serve as college mentors on GenTX Day at campuses, potentially reaching some 160,000 high school and college students.

• **San Marcos**: SOAR P-16 Council and Texas State University will hold college signings at high schools throughout Central Texas.

A full list of activities in each region of the state can be found at [www.GenTX.org](http://www.GenTX.org).

The THECB also announced a series of contests to be held as part of GenTX day activities designed to encourage students, families and organizations to unite and support college enrollment in their community.

• **Your GenTX Success Story**
Has Generation Texas helped guide you to college or inspired you to get more active in your community to create a college going culture? Submit your story about how GenTX has impacted your life. Deadline to submit your entry is 5 p.m. (CST) on April 30. This contest is open to students in 6-12th grade, college students, organizations and select individuals based in Texas. Two grand prize winners will be awarded an iPad mini with two runner ups also receiving prizes. Go to [http://is.gd/GenTXSuccessStory2013](http://is.gd/GenTXSuccessStory2013) to submit your entry. Some restrictions apply.

• **The Best College Application Drive**
On GenTX Day, there will be many schools, colleges, universities, nonprofits and community organizations holding college application drives. THECB will award the group that collects the most college applications with a College Tour Package: an expense-paid trip to take students on a college tour during 2013. Deadline to submit your entry is 5 p.m. (CST) on May 10. Go to [http://is.gd/GenTXCollegeAppDrive](http://is.gd/GenTXCollegeAppDrive) to register your college drive effort. Some restrictions apply.

• **Most Active College Tours**
THECB is encouraging groups around the state to take their students to visit a college campus on GenTX Day. THECB is holding a contest for the most active college tour. Ten college tours will be selected to receive a College Tour Package: an expense-paid trip to take students on a college tour on GenTX Day on May 3. Applications are due by 5 p.m. (CST) on April 26, 2013. Go to [http://is.gd/GenTXtours](http://is.gd/GenTXtours) to register your college tour plans. Some restrictions apply.

**About Generation TX**
Generation TX is a statewide initiative supported by the Texas Higher Education Coordinating Board focused on creating a college-going and career-ready culture across the state. Through GenTX Day and other seasonal promotions, Generation TX is clarifying the path to college for Texas students and families by providing information on college readiness, college application and financial aid in a fresh and engaging manner. For more information, please visit [www.GenTX.org](http://www.GenTX.org)

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ABOUT GENTX DAY 2013
Facts At A Glance

Background
- Generation TX (pronounced “Generation Texas”) is a statewide initiative supported by the Texas Higher Education Coordinating Board focused on creating a college-going culture across the state.
- Through GenTX Day and other seasonal promotions, Generation TX is clarifying the path to college for Texas students and families by providing information on college readiness, college application and financial aid in a fresh and engaging manner.
- GenTX.org is the Generation TX movement’s central hub connecting students to each other, their supporters, and the best resources that clarify the steps students need to take on the path to college and career education.
- The first annual GenTX Day launched on May 20, 2011 and was piloted in three locations: Fort Worth, San Antonio, and Houston.
- The second annual GenTX Day expanded as a statewide initiative on May 4, 2012 with double the participation across the state.
- A new GenTX Day theme has debuted for 2013, “Take A Step on GenTX Day,” designed to encourage enthusiasts to support college enrollment in their communities.

Generation TX Goals
- Develop a commitment among stakeholders to create a college-going culture.
- Clarify the process of applying for admission and financial aid.
- Increase awareness and support for the College and Career Readiness Standards.

GenTX Day Initiatives
- Communities all around the state unite in a variety of ways to show their commitment to and belief in higher education.
- Campaign messaging promotes wearing your favorite college T-shirt AND taking one of three steps: 1) Fill out a college application; 2) Take a college tour; 3) Be a college mentor.
- Schools and organizations celebrate their graduating seniors with activities such as college-signing days, pep rallies, and proclamations.
- Hands-on college preparatory activities are organized with a focus on college application drives, college tours, financial aid seminars, and college and career fairs.

2012 GenTX Day Highlights
- $55,000+ in scholarships given away to students.
- 100+ businesses and nonprofits celebrated GenTX Day in communities all around the state.
- Double the number of towns and cities organized GenTX Day activities including El Paso, Abilene, Lubbock, Laredo, Harlingen, Edinburg, Corpus Christi, Austin, San Marcos, San Antonio, Dallas, Fort Worth, Houston, Nacogdoches, Tyler, and others.
- Hundreds of officials across the state showed their support through proclamations, press briefings, and campus activities, including State Representatives, State Senators, Mayors, Superintendents, and Principals.

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More than 100 “Take A Step on GenTX Day” activities are being planned by regional P-16 Councils and community partners in regions around the state.

**College Application Drives & College Tours**

- **Abilene**: Abilene Regional P-16 Council is partnering with Cisco College and Texas Tech University on a transfer application event for transfer students on April 30 and will hold GenTX Day activities at area high schools the entire week.
- **Amarillo**: Texas Panhandle P-16 Council and West Texas A&M University are collaborating with Amarillo College and Clarendon College to hold a college application drive in the region.
- **Austin**: River City Youth Foundation is taking low-income, first-generation students on several college tours throughout the area.
- **Corpus Christi**: Education to Employment Partners and Citizens for Educational Excellence are collaborating with Del Mar College and Coastal Bend College to organize college application drives and GenTX Day activities around the Coastal Bend region.
- **Dallas/Fort Worth**: Southern Dallas P-16 Council and the University of North Texas at Dallas are spearheading a college application drive with Dallas County Community College District, Tarrant College, and Collin College. University Crossroads and The University of Texas at Arlington are implementing a Metroplex wide GenTX marketing campaign around college enrollment that includes partnerships with Olive Garden, Aramark and other companies; North Texas Regional P-16 Council and University of North Texas Denton are working with Texas A&M-Commerce, The University of Texas at Dallas, and area high schools to hold a GenTX Day celebration that includes college application drives, a college acceptance luncheon, and scholarship blitz.
- **El Paso**: El Paso Collaborative for Academic Excellence and The University of Texas at El Paso are collaborating with El Paso Community College to hold college application drives at area high schools.
- **Houston**: East Harris, Liberty, and Chambers Council is teaming with Lee College and several area high schools to have a GenTX Day celebration that will include a college application drive, info sessions, and entertainment activities.
- **Laredo**: Council for Educational Excellence and Texas A&M International University are partnering with Laredo Community College to hold college application drives at area high schools.
- **Lufkin**: Deep East Texas P-16 Council and Stephen F. Austin State University are working with Angelina College to host a college application drive.
- **Longview**: East Texas Regional College Readiness Improvement Council is partnering with Texas State Technical College-Marshall, community colleges in the area, and Longview High School to spearhead a college application drive and college fair in the region.
- **Lower Rio Grande Valley**: UTB Lower Rio Grande Valley P-16 Council and The University of Texas at Brownsville are partnering with Texas Southmost College, Texas State Technical College-Harlingen, 12 area high schools and local nonprofits to organize college application drives and campus-based GenTX rallies; the Lower Rio Grande P-16 Council and Texas State Technical College-Harlingen also plan a college tour.

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GENTX DAY 2013 PLANNED STATEWIDE PARTNERSHIPS & ACTIVITIES

- **San Antonio**: P16Plus Council of Greater Bexar County and GenTX San Antonio are teaming with Alamo Colleges (San Antonio College, Palo Alto College, Northwest Vista, St. Philip’s and Northeast Lakeview) to hold college application drives.

- **San Marcos**: SOAR P-16 Council and Texas State University are collaborating with E3 Alliance and Austin Community College to organize college application drives at six Central Texas high schools, the Gary Job Corps, and the San Marcos Public Library; SOAR will also celebrate GenTX Day with a new event engaging boys and young men who are being raised by a single parent.

- **South Texas**: Fathers Active in Communities & Education is teaming with the Texas Wind Energy Institute at Texas State Technical College-Harlingen and Taft ISD to organize college tours.

- **Tyler**: Tyler Business Education Council is working with The University of Texas at Tyler, Tyler Junior College and Texas College to host a college application drive.

- **Vernon/Century City**: Region 9 P-16 Council and Region 9 Education Service Center are partnering with Vernon College (Century City and Vernon campuses) for college application drives.

**Mentor Projects**

- **AVID for Higher Education (AHE)**: Fifteen higher education institutions in this college-preparatory THECB program will coordinate GenTX Day events with high schools in their regions.

- **Lower Rio Grande Valley**: The University of Texas-Pan American will dispatch teams of G-Force collegiate mentors to assist high school students with college applications and other assistance.

- **Work-Study Mentorship Program**: More than 700 work-study mentors in this THECB program have been trained to serve as college mentors on GenTX Day at campuses, potentially reaching some 160,000 high school and college students.

**College-Signing Days**

- **Advise Texas College Advising Corps (Advise TX)**: On GenTX Day, hundreds of full-time Advise TX college guides are being dispatched statewide by this THECB program to assist low-income, first-generation high schoolers; Advise TX is holding a statewide “Decision Day” campaign designed to encourage seniors to finalize a plan for their postsecondary education and training.

- **Lubbock**: South Plains Closing the Gaps P-20 Council and Texas Tech University are holding a region wide College Signing Day at the City Bank Auditorium to celebrate graduating seniors and motivate them to select a post-secondary path.

- **San Marcos**: SOAR P-16 Council and Texas State University will hold college signings at high schools throughout Central Texas.


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TAKE ONE OF 3 STEPS ON GENTX DAY

The 2013 GenTX Day campaign theme is “Take a Step on GenTX Day.” Generation Texas is asking students, parents, educators, nonprofits, businesses, and all participating groups to celebrate the day with college enrollment activities that help close educational gaps in communities. Wear a college T-shirt AND take one of 3 steps towards college on GenTX Day:

1) Fill Out a College Application

If you’re a high school senior, go to www.GenTX.org to locate one of the GenTX partners in your community that is hosting a college application drive or can help you fill out an application online. If you’re a school campus or organization, collaborate with a community college or open enrollment university to host a college application drive in your community.

2) Take a College Tour

Many aspiring first-generation college graduates have never walked the halls of a college campus. Whether you’re a school, nonprofit, or community organization, collaborate with a local community college or open enrollment university this GenTX Day to organize a college tour for students (and even parents!). If you’re a business, consider helping a local school or nonprofit to organize a college tour.

3) Be a College Mentor

Studies show that students with mentors are more likely to graduate high school and complete college. If you’re a college student, working professional, or community leader, show your support by mentoring a K-12 student on GenTX Day. Go to www.GenTX.org for help finding local mentorship programs in your community.

Visit www.GenTX.org to learn how regional P-16 Councils, schools, and organizations all around the state will Take A Step on GenTX Day.

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NEW ‘TAKE A STEP ON GENTX DAY’ CONTESTS FOR 2013

For the 2013 GenTX Day season, the Texas Higher Education Coordinating Board (THECB) is introducing three contests to be held as part of its Take A Step on GenTX day activities designed to encourage students, families and organization to unite and support college enrollment in their community.

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Learn more about Take A Step on GenTX Day at www.GenTX.org.

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8 GENERATION TX QUOTES TO LIVE BY

• I’ll be the first in my family to graduate from a university. It’s a cycle and now I’m changing things up.
  – Erika, College Student, Northwest Vista; former National Guard

• Education is what’s going to keep this State moving forward.
  – Erika Prosper, HEB

• Complete your degree...that’s the end of the line; that’s the real goal.
  --Mayor Julian Castro, City of San Antonio

• Everyone should be doing one thing and that something is encouraging a young person.
  – Annabell Hall, Generation TX San Antonio

• Generation TX is saying that the single most important thing you can do is to recognize how important having an education is.
  – Dr. Xavier De La Torre, Socorro ISD Superintendent

• Being a role model is not just for educators, but especially for those of us in business.
  – Bruce Partain, President/CEO, Nacogdoches County Chamber of Commerce

• (Generation TX) makes me feel that there’s people that want me to become something or go for what I want.
  – Isael, High School Senior

• Try to shape your future out today so it can be better tomorrow.
  – DeVonte, High School Freshman

Hear more Generation TX stories at www.GenTX.org

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