This email is being sent on behalf of MacGregor M. Stephenson, Assistant Commissioner, Academic Affairs and Research Division, Texas Higher Education Coordinating Board

July 8, 2011

To: Chief Instructional Officers, Public Community, Technical, and State

Colleges and Perkins Contacts

From: MacGregor M. Stephenson, Assistant Commissioner

Subject: Launch of Career and Technical Education TEXASgenuine branding and

communication plan

The Texas Higher Education Coordinating Board (Coordinating Board) fully supports the **Career and Technical Education TEXASgenuine** branding and communication plan. The TEXASgenuine project was conceptualized to provide a statewide identity for Texas career and technical education programs offered by our community and state technical colleges statewide. Funded by a Coordinating Board, Carl D. Perkins State Leadership grant, the project was developed by colleges for colleges with the help of a national marketing firm, Interact Communications.

Through research-based efforts, Interact Communications developed a strategic communication plan and logo that could be customized to each institution's needs. The project was first presented at Texas Council of College Instructional Leaders/Texas Association of College Technical Educators (TACTE) in fall 2010. The project received a positive response from attendees at the February 2011 meeting of the Texas Association of Community Colleges. Several workshops were held to further develop the project and refinements were implemented. Following the workshops, the project received a positive reception at the spring 2011 TACTE conference.

Since the initial funding of the program, several workshops have been held to develop and disseminate resource materials. More than 45 one-minute career videos, which feature current students and graduates of Texas CTE programs, have been developed. Finally, a website, TEXASgenuine.org was developed, which provides information about careers and provides links to every college that offers the programs.

Clearly much work has been done in the past two years to prepare this resource for colleges. To give the effort an official beginning, August 1, 2011, has been declared the official launch date. Several career fairs and other CTE focused activities are being scheduled regionally during August and September. We encourage you and your institution to participate in **Career and Technical Education TEXASgenuine**!

