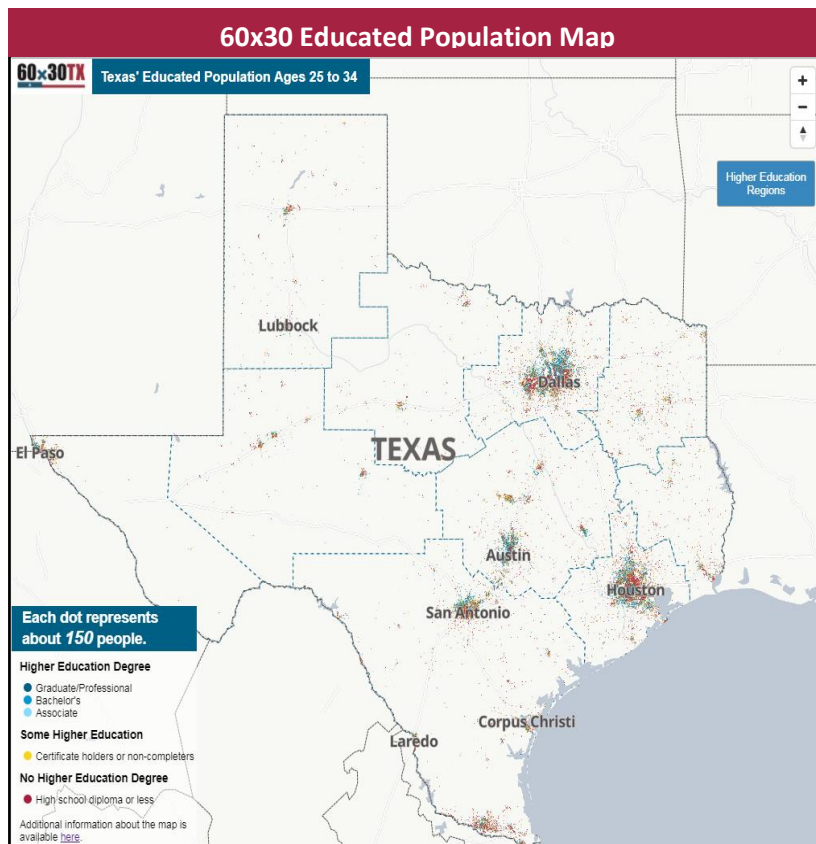


## Texas Higher Education Coordinating Board introduces 60x30 educated population map

**Nov. 1, 2017, Austin, Texas** – To support achievement of the overarching goal of the state’s 60x30TX plan, the Texas Higher Education Coordinating Board developed an [interactive map](#) to show how education levels of Texas residents, ages 25-34, are distributed across the state. The map, which is available as a hot topic on [www.60x30TX.com](http://www.60x30TX.com), will inform Texas employers about talent pools and potential market opportunities. It will also help institutions of higher education to target outreach and other efforts, and will inform K-12 districts about levels of education within their boundaries.



“Having an educated population is essential to the future prosperity of Texas,” said David Gardner, deputy commissioner for academic planning and policy at the Texas Higher Education Coordinating Board. “The state’s focus on the 25- to 34-year-old population highlights the critical need for a diverse and educated future workforce that can compete in the global economy. The interactive map enables a variety of stakeholders, from educators to potential employers, to determine appropriate outreach and recruitment efforts.”

The 60x30 educated population goal calls for at least 60 percent of Texans ages 25-34 to have a certificate or degree by 2030. The interactive map is a dot-density map where dots are used to represent groups of Texans ages 25-34. Dots do not represent individuals. The number of Texans represented by a dot varies depending on the zoom level; the color of the dot indicates the education level of that group. The map is based on data from the American Community Survey (U.S. Census Bureau) and will be updated annually.

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### THECB Mission Statement

The mission of the Texas Higher Education Coordinating Board is to provide leadership and coordination for the Texas higher education system and to promote access, affordability, quality, success, and cost efficiency through 60x30TX, resulting in a globally competitive workforce that positions Texas as an international leader.