Sharing for Success:
A Joint Meeting of the SREB Go Alliance and the CACG Network

November 30-December 1, 2011 • Denver, Colorado

GRAD TX
CACG Adult Degree Completion Effort
December 1, 2011

Finish Your College Degree
Welcome to Grad TX

Finishing your bachelor’s degree is more than a personal achievement. It’s an accomplishment that opens doors to greater opportunities and earning potential. Grad TX is a new program from the State of Texas that connects you with Texas public universities dedicated to helping you return to college, finish your bachelor’s degree, and advance your career. Using...

Earn Your Bachelor’s Degree

Finish your bachelor’s degree and open doors to a new career and a new phase of life.

Learn more about earning your bachelor’s degree →

Get Started

Get on the fast track to your bachelor’s degree.
Grad TX
Finish Your College Degree

- Within the last five years, over 68,000 Texas public university students have “stopped out” with at least 45 semester credit hours and no degree.

- Workers with a bachelor’s degree earn, on average, almost $17,000 a year more than students with some college credit but no degree.

- According to the Governor’s Select Commission on Higher Education and Global Competitiveness, “Texas will need to more than double its annual degree production to reach the same post-secondary education level of the best performing country. This means an additional 2,509,881 associate degrees or higher between 2005 and 2025.”
Project Development

- Institutional Partner Selection
  - Competitive Call for Participation issued in November 2010
  - Internal THECB panel reviewed applications
  - Selection made based upon:
    - History of working with degree completion students
    - Current programs/services for degree completion students
    - Existing efforts working with community colleges
    - Reverse articulation agreements
    - Role of returning students in institutional mission
    - Quality/experience of personnel
    - Additional institutional resources

- Website and Marketing Development
  - Competitive RFP issued in January 2011 for website developer. AcademyOne selected because of their experience with statewide transfer sites and the ability to leverage CollegeTransfer.net
  - Site design and marketing done by Milkshake Media as an addendum to the Generation TX campaign.
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Earn Your Bachelor’s Degree

Finish your bachelor’s degree and open doors to a new career and a new phase of life.

Learn more about earning your bachelor’s degree »

Get Started

Get on the fast track to your bachelor’s degree.

Determine your quickest path »
Find university by career focus »
Contact a counselor »

“My husband was there for me while I finished my degree, and now I can support us while he finishes his.”

LIMMISSIA | COLLEGE GRAD AT AGE 33
Initial Usage Statistics

- Over 11,000 unique site visitors
- 4.81 average pageviews per visit
- Average time on the site is over 4 minutes
- Approximately 24% of all visitors are returning viewers
- Over 2,000 accounts created
“Education is something they can’t take away from you. You can lose your job, you can lose your house, but your education is yours... If you’re still breathing, you’re in the game... I went through a hurricane that did $14,000 in damage to my house. I had surgery to remove a brain tumor and had to learn how to walk again. But through all that I still managed to do my school work. If I can do it, almost anybody can. I’m nobody special. I just wanted it.”

Michael Hurley, BAAS in Criminal Justice
2008 Midwestern State University graduate
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