

STEPS FOR LAUNCHING REGIONAL STRATEGIES

The purpose of this section of the Starter Kit is to support regions as they transition from planning to implementation.

Regional **60x30TX** strategies and institutional completion targets were due to the THECB by August 31, 2018. The next step is for regions to operationalize their strategies. There are at least three key issues to address as your region prepares to launch this work: building your team, disseminating information, and securing resources.

WHO?

Who will lead the execution of your strategies?

Are these people the same or different than the current advisory group members? What human resources will you need?

- What are the key steps for each of your regional strategies?
- Based on the expertise and authority needed to lead those steps, which partners (higher ed, K-12, workforce) should be involved? Which individuals should be involved?
- How will this group maintain regular communication?
- Will you maintain the original advisory group in some form? How will you manage changes in membership?
- The THECB recommends reconvening your region at least annually to review progress toward regional and institutional targets. Who will organize this virtual or in-person event?

Need help facilitating this discussion or convening key stakeholders?

Contact [Jenna Cullinane Hege](#), THECB Deputy Assistant Commissioner

jenna.cullinanehege@theccb.state.tx.us

WHAT?

What information activities are needed?

How will stakeholders learn about the strategies you've selected? How will stakeholders learn about what actions you need them to take?

- Identify key stakeholder groups for each of your regional strategies in the short-term.
- What information do these groups need? What actions do you need them to take?
- Utilize the sample media release included below.
- Leverage the dissemination of mini-grants to create dissemination materials (such as a logo, messaging, branding, etc., for fliers, postcards, webpages, or convenings).
- Share your progress via newsletters and social media and use the hashtag **#60x30TX**

Need help reaching out to media?

Contact [Kelly Polden Carpenter](#), THECB Communication Director—kelly.polden@theccb.state.tx.us

HOW?

How will you resource your strategies?

What resources might be leveraged?

- For each of your regional strategies, what costs do you anticipate (staff time? stipends? meeting costs?)
- What institutional, regional, public, philanthropic, or other community resources are currently available or might be available to support costs?
- Is there one or more institutional development offices that are willing to take on fundraising efforts?

Need help connecting with funders or development expertise?

Contact [Heather Marsh](#), Texas Higher Education Foundation Executive Director

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TIMELINE OF 2018–19 60x30TX REGIONAL TARGET ACTIVITIES

Fall 2018

Virtual “implementation meeting” with regional advisory group and THECB staff to work through the three issues above and launch plans

October 2018

Statewide webinar reviewing results of regional strategies and institutional completion targets

January 2019

Regional target presentation at the quarterly Texas Higher Education Coordinating Board meeting

April 2019

Accountability meeting to review regional and institutional progress

To be determined by each region

At least one event per region to update stakeholders broadly on the progress in launching regional strategies and to present data on progress toward regional and institutional targets