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Sixth Annual GenTX Decision Day 2016 seeks the #BESTINTX as communities statewide recognize college-bound seniors

May 3, 2016, Austin, Texas -- On Friday, May 6, the growing college-going movement known as Generation Texas (GenTX) will once again rally communities to join together on GenTX Decision Day in support of a statewide, daylong celebration to inspire students to pursue and achieve a higher education.

This year, the Texas Higher Education Coordinating Board (THECB), creators of the GenTX movement, has announced several initiatives and contests so that Texans can answer the call to action in many different ways. The THECB is looking for students, schools and communities to be the #BestinTX in supporting a college-going culture in Texas. There are many ways to participate:

- Organize a college tour that gives students (especially those seniors undecided about a future path after high school) an interactive, real-world college experience that inspires them to visualize a career goal and take the steps to achieve it;
- Participate in the GenTX Decision Day 2016 Challenge by capturing the defining photo and video moments of college-signing decisions made by high school seniors;
- Ensure every student wears a t-shirt promoting the college they choose to attend or branch of the military they will join, and principals, counselors, teachers, and staff from the high school are encouraged to wear apparel from their favorite school or alma mater.

This effort corresponds with the National Decision Day and helps to encourage non-committed seniors and students from lower grades to make postsecondary plans while helping to reduce “summer melt,” the gap between college admissions and actually enrolling in the fall.

“Over the past six years, GenTX Decision Day has helped create a college-going culture across the state. To achieve the goals of the *60x30TX* strategic plan for higher education, Texas must explore and promote a variety of options to encourage students to pursue a college education,” said Texas Higher Education Commissioner Raymund Paredes. “Lifetime earnings increase significantly for those with a postsecondary credential, whether it be a certificate, associate or bachelor’s degree or beyond, providing greater opportunities for all Texans.”

HOW CAN YOU PARTICIPATE IN THE GENTX DECISION DAY 2016 CHALLENGE?

- 1) Go to <http://bit.ly/1Xdh5T5> to read the full contest rules and submission guidelines.
- 2) Let others know how you made (or will make) your college decision and the impact it will make on your life and/or the life of others.
- 3) Create a photo or video selfie and post it to your social media profile, then send us your contest entry information.
- 4) We will review, select, and share your stories on our website at www.GenTX.org, Twitter, and on Facebook.

Follow Generation TX on Twitter: [@GenerationTexas](https://twitter.com/GenerationTexas)

Connect with Generation TX on Facebook:

<https://www.facebook.com/GenerationTX/>

To learn more, visit <http://www.gentx.org>



THECB Mission Statement

The Texas Higher Education Coordinating Board promotes access, affordability, quality, success, and cost efficiency in the state's institutions of higher education, through Closing the Gaps and its successor plan, resulting in a globally competent workforce that positions Texas as an international leader in an increasingly complex world economy.

About Generation TX

Generation TX 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, GenTX Week and other seasonal promotions, Generation TX is clarifying the path to college for Texas students and families by providing information on college and career readiness, college application and financial aid in a fresh and engaging manner. For more information, please visit www.GenTX.org.