

## **Texas Higher Education Coordinating Board kicks off GenTX month on Nov. 1**

**Nov. 1, 2017, Austin, Texas** – Today, the Texas Higher Education Coordinating Board kicks off the Generation TX (GenTX) Month campaign, which combines the statewide College Application and Financial Aid Awareness campaign, the nationwide American College Application Campaign® (ACAC) Initiative, and the 60x30TX Texas Challenge to Reach Higher efforts into one powerful month. GenTX Month also coincides with the opening of the 2018-19 FAFSA and TASFA. During GenTX Month, students at participating high schools will be assisted as they complete college and financial aid applications (ApplyTexas and FAFSA or TASFA).

This year the GenTX Month goals are to have:

- At least 1,200 Texas High Schools accept the challenge and support GenTX Month with college application and financial aid activities, events, and outreach
- Every participating high school increase ApplyTexas and FAFSA applicants and completions by four percentage points (four percent) above the prior academic school year
- Every eligible student (seniors) in Texas complete and submit the FAFSA or TASFA and an admission application through ApplyTexas to at least one institution of higher education

The Coordinating Board provides guides, templates and resources at the [Download Center](#) to assist high schools, students and community-based organizations plan for an event during GenTX month.

For more information on GenTX Month activities, visit [www.GenTX.org](http://www.GenTX.org)

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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.*