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November is GenTX Month

Oct. 15, 2018, Austin, Texas –The Texas Higher Education Coordinating Board announces that November is GenTX Month. The monthlong initiative 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 to encourage students to complete a college application and FAFSA. GenTX Month also coincides with the opening of the 2019-20 FAFSA and TASFA.

The THECB goals this year are to have:

- At least 1,200 Texas high schools accept the challenge and register for #GenTXDay to support students with activities, events, and outreach;
- Every participating high school in Texas increase ApplyTexas and FAFSA completions by four percentage points above the prior year; and
- Every eligible student (seniors) in Texas complete and submit the FAFSA or TASFA and an application (ApplyTexas) to at least one institution of higher education

GenerationTX also supports the regional efforts and goals of the 60x30TX-Texas Challenge to Reach Higher, which aligns with the national Reach Higher Initiative, to increase completion of college applications, FAFSA, and college readiness indicators.

Mark your calendar for May 3, 2019, for GenTX Decision Day, an opportunity to recognize and celebrate students for their postsecondary plans in front of the entire student body.

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THECB Mission Statement

The mission of the Texas Higher Education Coordinating Board is to provide leadership and coordination for Texas higher education 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.