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# Ensuring Students Attain Credentials of Value

We want more Texans to attain postsecondary credentials that set them up for successful careers with manageable or no debt. These credentials of value reflect the economic return of pursuing higher education in our state.

## What is a “credential of value”?

Broadly speaking, credentials of value are quality, affordable credentials that:

- equip recipients for strong career trajectories;
- improve their earnings opportunities; and
- align with high-demand jobs offered by Texas employers.

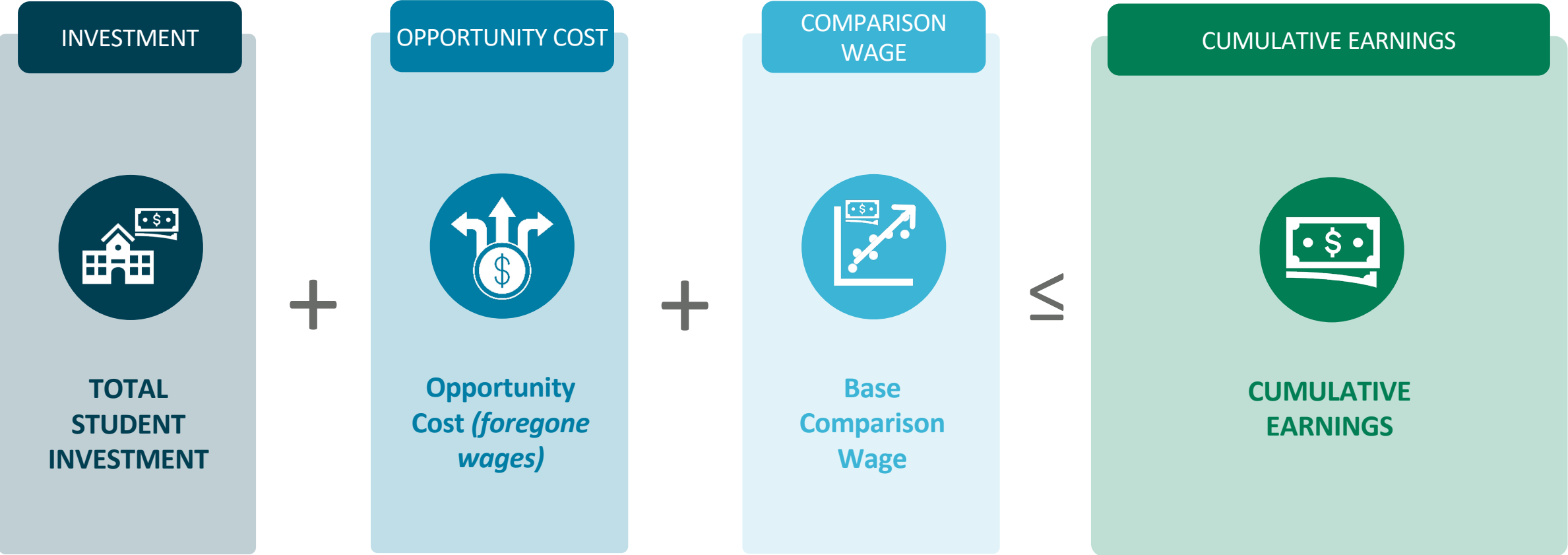
THECB  
**DataBridge**

**tacc.org**



Texas Association of  
Community Colleges

# THECB Credential of Value (COV) Formula



The four goals in the 60x30TX Plan are essential to the future prosperity of Texas.



### THE OVERARCHING GOAL: 60x30

At least 60 percent of Texans ages 25-34 will have a certificate or degree.

■ *Supports the economic future of the state*



### THE SECOND GOAL: COMPLETION

At least 550,000 students in 2030 will complete a certificate, associate, bachelor's, or master's from an institution of higher education in Texas.

■ *Requires large increases among targeted groups*



### THE THIRD GOAL: MARKETABLE SKILLS

All graduates from Texas public institutions of higher education will have completed programs with identified marketable skills.

■ *Emphasizes the value of higher education in the workforce*



### THE FOURTH GOAL: STUDENT DEBT

Undergraduate student loan debt will not exceed 60 percent of first-year wages for graduates of Texas public institutions.

■ *Helps students graduate with manageable debt*

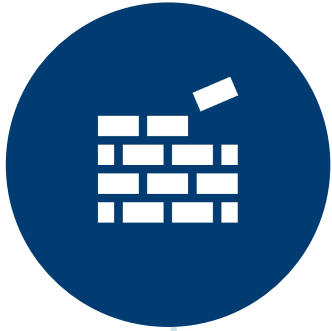
Texas Higher Education Strategic Plan  
2015-2030



By 2030, at least 60 percent of Texans ages 25-34 will have a certificate or degree.

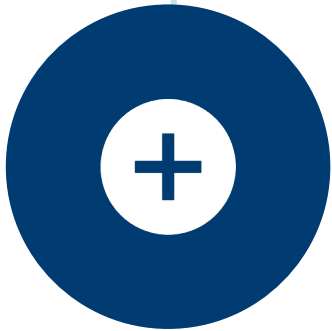


# Credential of Value (COV) Under House Bill 8 (88R)



## COV Baseline

Institutions are funded for all conferred credentials when **a typical graduate earns cumulative wages greater than median earnings of a typical high school graduate** and recoups the net cost of attendance within **10 years** of earning the credential



## COV Premium

Institutions receive premium funding for each student earning a credential of value who is **projected to achieve a positive ROI at or before a target year** when most students in comparable programs are projected to reach positive ROI

## COV Revisions in Senate Bill 1786



### Tailored ROI Timeframes

Instead of a one-size-fits-all 10-year ROI, program evaluations will be adjusted via rulemaking to incorporate shorter timelines.



### Establish Earnings Threshold

THECB will set the threshold based on a minimum income threshold set by rule relative to the state's individual self-sustaining wage standard (~\$30,000).



### Flexible Designations for In-Demand Fields

Critical workforce credentials (healthcare and education) will be statutorily designated even if they fall below standard earnings thresholds.



### Transitional Language for Short-Term Credentials

While associate's degrees will immediately fall under the updated COV methodology, all other credentials will fall under a comparable methodology beginning September 1, 2027.

# CERTIFICATE PROGRAMS TASK FORCE (CPTF)

*A task force focused on...*

Ensuring students earn meaningful credentials that lead to greater earning power.

Supporting the *Building A Talent Strong Texas* goal of 550,00 students earning a credential of value each year.

Responding to SB 1786 and evolving workforce needs.

Revising valuation and funding for certificate programs

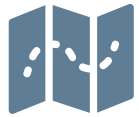
**Positioning Texas as a national leader in workforce education.**

# CPTF Members & Key Stakeholders

| NAME                            | ORGANIZATION / INSTITUTION                | TITLE                                                         | ROLE / REPRESENTING                  |
|---------------------------------|-------------------------------------------|---------------------------------------------------------------|--------------------------------------|
| <b>Jeremy McMillen (Chair)</b>  | Grayson College                           | President                                                     | Chair                                |
| <b>Ray Martinez</b>             | Texas Association of Community Colleges   | President and CEO                                             | TACC Executive Liaison (non-voting)  |
| <b>David Troutman</b>           | Texas Higher Education Coordinating Board | Deputy Commissioner for Academic Affairs                      | THECB Executive Liaison (non-voting) |
| <b>Valarie Londrie</b>          | Texas Education Agency                    | Senior Director of College, Career, and Military Preparedness | TEA Executive Liaison (non-voting)   |
| <b>Joe Esparza</b>              | Texas Workforce Commission                | Commissioner, Chair of TWC                                    | TWC Executive Liaison (non-voting)   |
| <b>William Serrata</b>          | El Paso Community College                 | President                                                     | Standing Advisory Committee          |
| <b>Brent Wallace</b>            | North Central Texas College               | Chancellor                                                    | TACC Chair                           |
| <b>Brenda Kays</b>              | Texas Success Center                      | Senior Consultant                                             | Texas Success Center                 |
| <b>Karla Metzler</b>            | North Central Texas College               | Trustee or Regent                                             | CCATT                                |
| <b>Garrett Groves</b>           | Austin Community College                  | Vice Chancellor of Strategic Initiatives                      | Very large college                   |
| <b>Ryan Gibbs</b>               | South Plains College                      | Vice President, Academic Affairs                              | Large college                        |
| <b>Damon Kennedy</b>            | Midland College                           | President                                                     | Medium college                       |
| <b>Kevin Rose</b>               | Northeast Texas Community College         | President                                                     | Small college                        |
| <b>Jim Hillier</b>              | LyondellBasell                            | Senior Vice President of O&P Americas                         | Manufacturing                        |
| <b>Mark Sherry</b>              | Baylor Scott & White                      | Vice President, Human Resources                               | Healthcare                           |
| <b>Kelle Kieschnick</b>         | Texas Business Leadership Council         | Vice President of Policy                                      | External partner                     |
| <b>Gabriela von zur Muehlen</b> | Texas Association of Business             | Senior Vice President & Chief Policy Officer                  | External partner                     |
| <b>John Hryhorchuk</b>          | Texas 2036                                | Senior Vice President of Policy and Advocacy                  | External partner                     |

# Before drafting recommendations, CPTF set parameters:

CPTF recognized the need to adhere to statutory, data, and programmatic guardrails.



**Operate Within the Existing COV Formula**

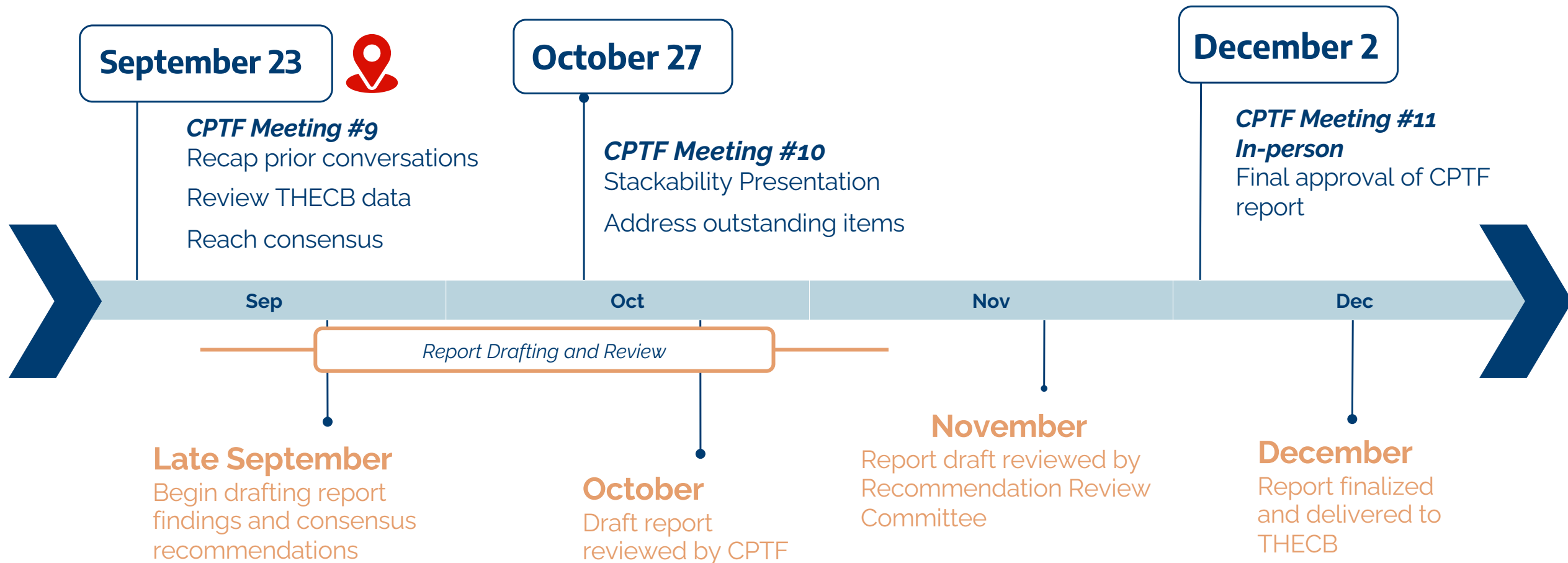


**Differentiate by Short-Term Credential Type**



**Navigate Data Availability as a Limiting Factor**

# CPTF 2026 Final Meeting and Report Timeline



2026 CCATT ANNUAL CONFERENCE

# Credentials of Value, Workforce Outcomes, & Community College Funding

**Ray Martinez III, J.D.**

President & CEO,  
Texas Association of  
Community Colleges

**Dr. Jeremy P McMillen**

President,  
Grayson College

Moderator:

**Ashley Bliss Lima**

Senior Consultant,  
Texas Association of  
Community Colleges