

## GenTX Decision Day 2019 set for May 3

Austin, Texas, April 26, 2019 — The Texas Higher Education Coordinating Board (THECB), creators of the [Generation Texas](#) (GenTX) college-going movement, announced that GenTX Decision Day 2019 will be held on May 3 in support of a statewide, daylong celebration to inspire students to pursue and achieve a higher education.

The first goal is to have at least **1,200** Texas High Schools [accept the challenge and register for #GenTXDay](#) to support students with activities, events and outreach across the state. The second goal is to prepare graduating seniors to make better financial decisions.

In 2003, the U.S. Senate designated April as [Financial Literacy for Youth Month](#). The THECB announces the addition of a student focused Financial Literacy Twitter Chat, #FinLitTX, to be held on **April 29 at 4 p.m.** The #FinLitTX Twitter chat will encourage students to think about the next steps in money management as they head to college. School counselors, college advisers, and program staff at youth-serving organizations are encouraged to join and share their knowledge and expertise.

Gen TX supports the regional efforts and goals of the [60x30TX Texas Challenge to Reach Higher](#), which aligns with the national [Reach Higher Initiative](#). The goals are to: 1) increase completion of college applications; 2) increase the numbers of free application for federal student aid (FAFSA), and 3) improve college readiness indicators.

GenTX is also part of the [American College Application Campaign](#), a national effort to increase the number of first-generation students and students from low-income families pursue a college degree or credential.

There are many ways to accept the GenTX Day 2019 challenge:

- [Register](#) your event.
- Organize a college tour that gives students an interactive, real-world college experience that inspires them to visualize a career goal and take the steps to achieve it.
- Wear your favorite college t-shirt on May 3; 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 alma mater.
- Share your experiences on our social media outlets
- Participate in #FinLitTX Twitter chat on April 29
- Share a photo or video selfie promoting a college/university and post it to your social media profile, include @GenerationTexas and the official hashtag #GenTXDay.

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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.*

### **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.*