



FOR PLANNING PURPOSES

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*******MEDIA ADVISORY*******

THE 101: THE HIGHER ED POLL OF TEXAS

TO BE RELEASED WEDNESDAY, JAN. 23, 2019

First-Ever Collaborative Poll Will Reveal Texans' Attitudes Regarding Higher Education

(AUSTIN, TEXAS) — Non-profit, online university, WGU Texas, the Independent Colleges & Universities of Texas (ICUT), and the Texas Association of Community Colleges (TACC) will release the results of The 101: The Higher Ed Poll of Texas (The 101) on Wednesday, Jan. 23 in Austin. WGU Texas has convened a statewide higher education poll for the past three years, but this year marks the first collaboration with other higher education entities. The 101, which examines key public concerns and attitudes about higher education statewide, was conducted by independent researchers James Henson, Ph.D. and Joshua Blank, Ph.D. of Strategic Research Associates, (SRATEX, LLC.)

The 101 explores the opinions of Texans on a wide range of higher education issues regarding the value of a college degree, affordability and student debt.

"As WGU Texas celebrates its 10,000th graduate and nearly 12,000 current students, we are proud to convene this poll with two of the state's most highly respected higher education associations as a public service to Texas," said WGU Texas Chancellor Steven Johnson.

Media are invited to join the news conference with Chancellor Johnson, President Martinez, President Fraire and polling experts from Strategic Research Associates, LLC on Wednesday, Jan. 23, at 10 a.m. to discuss the poll data and findings.

WHAT: **Release of The 101: The Higher Ed Poll of Texas Press Conference to Announce Poll Findings**

WHO: **Dr. Steven Johnson**, Chancellor, WGU Texas
Ray Martinez, President, Independent Colleges and Universities of Texas (ICUT)
Jacob Fraire, President/CEO, Texas Association of Community Colleges (TACC)
Jim Henson and **Josh Blank**, SRATEX, LLC

WHEN: 10:00 a.m., Wednesday, January 23, 2019

WHERE: Texas Association of Community Colleges (TACC)
1304 San Antonio St., #201
Austin, Texas 78701

VISUALS: Poll graphics & results

A sampling of previous WGU Texas Higher Education Poll coverage is included below.

*Follow our news conference and join the conversation online at **#WGUTexasPoll** on [Twitter](#) and our [Facebook page](#).*

About WGU Texas

WGU Texas is an online, nonprofit, competency-based university established to expand Texans' access to higher education throughout the state. Formed through a partnership between the state of Texas and nationally-recognized Western Governors University, WGU Texas is open to all qualified Texas residents. The university offers more than 60 undergraduate and graduate degree programs in the high-demand career fields of business, K-12 teacher education, information technology, and health professions, including nursing. To learn more, visit texas.wgu.edu.

About ICUT:

Independent Colleges and Universities of Texas, Inc. (ICUT), a nonprofit association, is the voice for Texas' fully accredited private colleges and universities. For over 50 years, it has fulfilled its mission of helping policymakers recognize the importance and value of the independent sector of higher education by successfully articulating the sector's needs and aspirations.

ICUT supports Texas independent nonprofit colleges and universities by strengthening [member institutions](#) through advocacy, policy research and collaboration.

About TACC:

We work with lawmakers in the Texas Legislature in an ongoing effort to promote solid policies that improve student education across our 50 public community college member districts.

Although much of that work takes place during the Texas Legislative session every two years, building relationships with legislators is a continual process. Throughout the year, we educate decision-makers and influencers about the needs of community colleges – to give Texas students the best chance for academic success.

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Sampling of past Higher Education Poll coverage:

- *Dallas Morning News*, Lauren McGaughy - [Poll: Texans concerned about student debt. Want state to fund financial aid for all.](#)
- *Houston Chronicle*, Andrea Zelinski - [Most Texans Concerned with Mounting College Debt.](#)
- *USA Today Network*, John Moritz - [High cost, debt are major barriers to college, poll finds.](#)
- *Spectrum News Austin from Time Warner Cable* - Jim Henson interviewed on the program [Texas Capitol Tonight.](#)
- *Austin American Statesman*, Ralph Haurwitz - [Statewide poll finds strong concern of student financial aid.](#)
- KUT Austin's statewide broadcast of *The Texas Standard*, Laura Rice - [Despite Student Debt Concerns, Most Texans think A College Degree is Worth It](#), broadcasted on 25 Texas NPR stations.