



October 17, 2023

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# Promoting the North Star Promise and Affordability

Board of Trustees

MINNESOTA STATE

# North Star Promise Scholarship

- » Available Fall 2024
- » Creates a tuition and fee-free pathway
- » Last dollar program
- » Estimate of 15,000-20,000 students in first year



# Who Qualifies for the North Star Promise Scholarship?

- » Must be a Minnesota resident
- » Attend a Minnesota State college or university, University of Minnesota, or Tribal College
- » Adjusted gross income under \$80,000
- » Not be in default on a state or federal student loan
- » New students, returning students, transfer students
- » Be enrolled taking at least one credit
- » No age limit
- » Meet satisfactory academic progress standards
- » Have not earned a baccalaureate degree
- » Be enrolled in a program or course of study that applies to a degree, diploma, or certificate



# North Star Promise Scholarship Program Operations

- » FAFSA or Minnesota Dream Act application
- » Schools assess student eligibility each term
- » Administered like the State of Minnesota Grant/Financial Aid program



# North Star Promise Scholarship Marketing

## Office of Higher Education (OHE)

- » Basic information on the OHE website
  - » [ohe.state.mn.us/mpg.cfm?pageid=2590](https://ohe.state.mn.us/mpg.cfm?pageid=2590)
- » Fact sheets created in English and Spanish
- » RFP for agency to create marketing assets
- » Minnesota State marketing team is coordinating with OHE team



# Minnesota State Fair

## Strong presence at Minnesota State Booth

- » Signage in booth
- » Many conversations
- » Flyer
  - 1,500+ flyers handed out



# MACAC National College Fair

Strong presence at the 2023 National College Fair at the Minneapolis Convention Center

- » Signage in booth
- » Many conversations
- » Flyer
  - 1,500+ flyers handed out



# North Star Promise Scholarship Paid Media by Minnesota State

September 1 – December 15

- » Facebook and Instagram ads
- » Radio and streaming audio ads
- » Toolkit for Key Communicators





# North Star Promise Toolkit

## Customizable graphics for

- » Facebook
- » Instagram
- » Tik Tok
- » Twitter
- » LinkedIn
- » Email and Print



# Examples

 September 21 9:09 AM

The North Star Promise is a statewide scholarship that'll cover tuition for students from families making under \$80k a year starting in Fall 2024.

You could be eligible for  
**FREE COLLEGE**  
Learn more about the  
North Star Promise Scholarship  
at [MinnState.edu/affordability](https://MinnState.edu/affordability)



What will the scholarship mean for you?

Type something...



 Minneapolis College @MplsCollege · 20m

The Minnesota State Promise features FREE tuition and fees for all qualifying Minnesota students with a family income under \$80,000 with the North Star Promise Scholarship. [minneapolis.edu/northstar](https://minneapolis.edu/northstar)

You could be eligible for  
**FREE COLLEGE**

 MINNEAPOLIS COLLEGE

[minneapolis.edu/northstar](https://minneapolis.edu/northstar)

 Minnesota West @MinnesotaWest · 22h

Minnesota State provides the highest value, most affordable path to an extraordinary education, individual accomplishment, and community prosperity in the state. [tinyurl.com/bddm8k3h](https://tinyurl.com/bddm8k3h) #MinnesotaWest #learnwithpurpose

You could be eligible for  
**FREE COLLEGE**

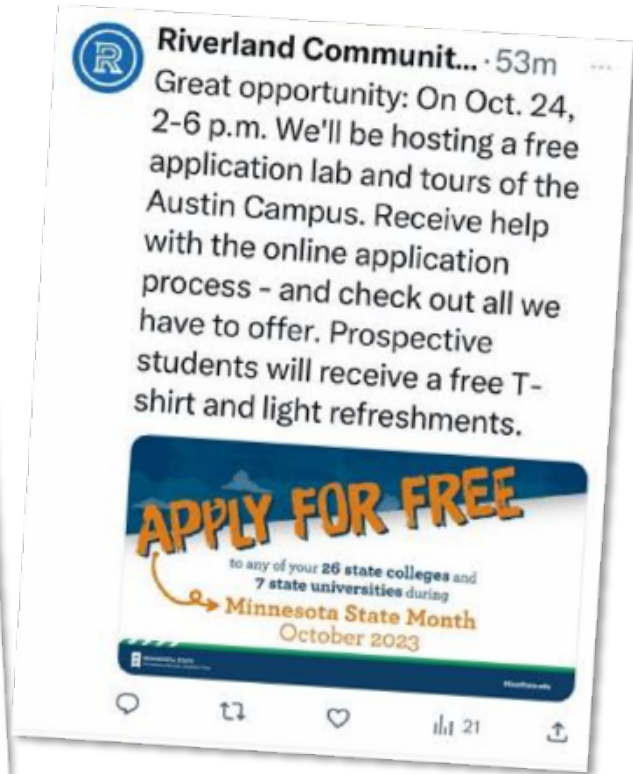
 MINNESOTA STATE

# Minnesota State MONTH

- » Toolkit for Key Communicators
- » Paid Media
  - Facebook/Instagram
  - Spotify
  - Radio
- » Emails to H.S. counselors
- » Flyer in H.S. newsletters
- » Postcards at State Fair
- » Postcards at College Fair
- » Ad on MinnState.edu
  - [Landing page on web](#)



# Examples



# National College Fair (Oct. 4-5)

## Strong presence in Minnesota State Booth

- » Signage in booth
- » Postcard



# Tuition Freeze

- » Toolkit for Key Communicators
- » Promoted at State Fair, Saint Paul Saints, and National College Fair
- » Organic and Paid Media
- » Guidebook Mailing to H.S. counselors



# Examples



# Minnesota State Promise

Minnesota State promises to provide an extraordinary education that is affordable, accessible, enhances quality of life, and ensures prosperous communities.

## Our promise to you:

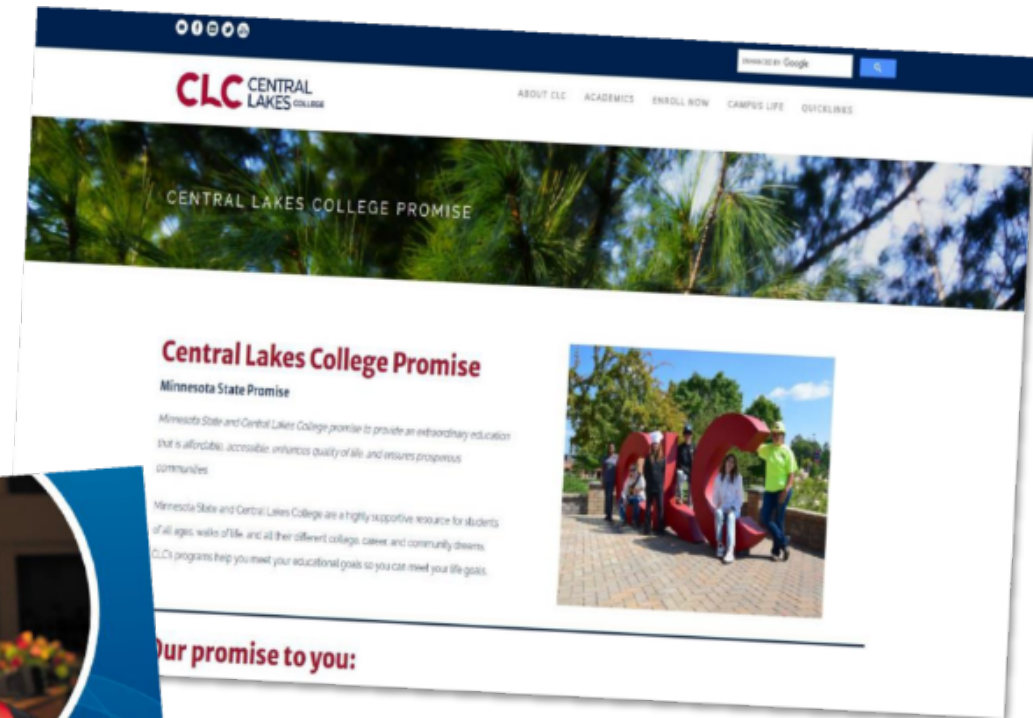
- **FREE** tuition and fees for all Minnesota students with a family income under \$80,000 with the North Star Promise Scholarship (starting Fall of 2024)
- **Tuition freeze** at each of the 33 colleges and universities of Minnesota through spring 2025
- **Thousands of scholarships available** based on areas of study, high demand careers, financial need, academic excellence, and more!
- The **LOWEST** tuition in the state
- **Wrap-around support** for basic needs, including campus food pantries, help with transportation, housing and childcare assistance programs, and mental health resources
- Assigned **academic and faculty advisors** to guide students and keep them on track for graduation
- **Caring, engaged faculty** who personally teach classes
- **Free tutoring and writing support services** to ensure students understand and are prepared for their classes
- Specific resources for **first-generation students** (those who are the first in their family to attend college)
- Seamless **transfer pathways** from our colleges to our universities
- **Credit for prior learning** and career experience to save students time and money
- Academic programs in the **trades, sciences, and liberal arts**
- **On campus and online** classes and academic programs
- 54 campuses across the state — students can **attend school anywhere in the state** of Minnesota
- **Flexibility** to meet students' schedules, including taking one class at a time or going to school full-time





# Minnesota State Promise


Landing page: [MinnState.edu/admissions/minnesotastatepromise.html](https://MinnState.edu/admissions/minnesotastatepromise.html)



# Exceptional Value Advertising

**Minnesota State**  
Sponsored · 🌐

Minnesota State offers flexible schedules, accelerated options, and over 800 online programs that work with your schedule and fit into your life.



“M State allowed me to achieve a goal that did not seem possible for a large portion of my life. I was a single mom, working full-time, trying to make ends meet.”

**Shawna Davenport, graduate**  
Business Entrepreneurship  
Minnesota State Community and Technical College


minnstate.edu  
**Flexible, Local, and Online**  
Minnesota State

[Learn more](#)

Like Comment Share

**Minnesota State**  
Sponsored · 🌐

Cost does not have to be an obstacle to your future. The colleges and universities of Minnesota State have the lowest tuition in Minnesota. In fact, between 32% and 59% of our students graduate with no debt at all!



“I haven't had to take out a loan ... there are scholarships, crisis grants, and Covid relief grants that really helped me. I had to pay very little out of pocket during my two years here. Very affordable.”

**Oluwatimi (Carla) Jinadu, student**  
Business and Economics  
Ancker-Rainey Conservatory College

minnstate.edu  
**Hear more from our students.**

[Learn more](#)

Like Comment Share

**Minnesota State**  
Sponsored · 🌐

Cost does not have to be an obstacle to your future. The colleges and universities of Minnesota State have the lowest tuition in Minnesota. In fact, between 32% and 59% of our students graduate with no debt at all!



“I have been fortunate to have free childcare for my three kids (through the CCMPS Grant). I have a work study job, and everyone has been so helpful and supportive to me.”

**Sarah Kaba, student**  
Nursing  
Minneapolis College

minnstate.edu  
**Hear more from our students.**

[Learn more](#)

Like Comment Share

# Scholarship Testimonials

Peer to peer messaging



# Video Advertising

**30 second TV ad**

[youtube.com/watch?v=Wys1rePmzU8](https://www.youtube.com/watch?v=Wys1rePmzU8)

**15 second OTT ads**

[youtu.be/wyFEfhagzv0](https://youtu.be/wyFEfhagzv0)

[youtu.be/iyHI9QFkuvE](https://youtu.be/iyHI9QFkuvE)

**6 second YouTube ads**

[youtu.be/Yx1CzrP0Hus](https://youtu.be/Yx1CzrP0Hus)

[youtu.be/QZHnRvC7rlw](https://youtu.be/QZHnRvC7rlw)



# Guidebook and Web Graphics

## ESTIMATED FULL-TIME NET TUITION COSTS AFTER STATE AND PELL GRANTS

Academic Year 2023–24

*\*30 credits for a year, 15 credits per semester at spring semester rates. Estimates based on overall grant amounts per income group.*

INCOME LEVELS FOR STATE GRANT RECIPIENTS*	AVERAGE 2023–24 STUDENT TUITION COST	
	STATE COLLEGES	STATE UNIVERSITIES
Less than \$20,000	\$160	\$769
\$20,000 to \$39,999	\$807	\$1,341
\$40,000 to \$59,999	\$1,367	\$2,273
\$60,000 to \$79,999	\$2,328	\$3,833
\$80,000 and above	\$3,009	\$5,290
Average for all state grant recipients	\$906	\$2,323
Non-state grant recipients	\$5,471	\$8,685

## Minnesota State Graduates' Debt

Fiscal Year 2022

*\*Note the median for all graduates with certificates/diplomas/associate degrees is \$0 as over half did not borrow*

DEGREE	MINNESOTA STATE GRADUATES WITH NO DEBT	MEDIAN DEBT FOR ALL GRADUATES	MEDIAN DEBT FOR GRADUATES WHO BORROWED
Certificates/Diplomas	61.7%	\$0*	\$9,589
Associate Degrees	52.5%	\$0*	\$14,375
Baccalaureate Degrees	34.7%	\$12,500	\$23,000

# Under Development

- » Graphics/Messaging/Toolkit targeted at employers
- » Graphics/Messaging/Toolkit targeted at those who don't imagine themselves a student



## **The North Star Promise will make college possible for many Minnesota students.**

Unfortunately, tuition and fees alone won't make college possible for many Minneapolis College students who must make a choice between staying in school or feeding themselves or their families or paying their rent.

They will need additional support to persist and graduate with credentials that will provide a long-term family-sustaining wage.



**MINNEAPOLIS**  
COLLEGE®

A Member of  
Minnesota State

## Who does Minneapolis College serve?



- More than 70% of students identify as being members of Indigenous or communities of color, international, low income, or first generation
- 56% of our students identify as BIPOC
- Average age: 26
- 61% receive financial aid
- 1,000+ are student parents
- 300+ are veterans



# Student support

## **PERSONAL SUPPORT SERVICES**

Accessibility Resource Center  
Basic needs resources  
Boynton Student Health Clinic  
Collegiate Recovery Program  
Counseling services  
International student services  
Mentorship and tutoring  
Multicultural support  
Resource and Referral Center  
Scholarship and emergency funding  
Student complaint/concern  
Student Parent Center  
Veterans Resource Center



Minneapolis College provides personal, academic, and basic-needs support services to students who need them. These supports are critical to helping students persist and graduate.

“It’s difficult to understand what it’s like to need support until you’re in the position of need. I understand, on a very personal level, what it’s like to be in crisis

**Christian King,  
current student**”

## Additional funding is needed

- A recent survey of students revealed that the major reason students stop-out of a program is due to juggling work (often 2 jobs) and school or managing personal and family obligations.
- Many Minneapolis College students have experienced food insecurity and homelessness, foster care, are low income, first-generation, parents themselves, or have newly immigrated to this country. These students require basic needs support to take advantage of the North Star Scholarship Program.

# Scholarship funds help students succeed

- **The Random Acts of Kindness Fund** provides emergency assistance funding for students who are experiencing a financial crisis, so their education is not disrupted by a situation that is beyond their control.
- **General scholarships** are critical to supporting our students by providing funds for academic-related expenses. In addition to tuition and fees, scholarships provide for books, materials, tools, equipment, and transportation.
- **Workforce Development Scholarships** support students in high-demand fields: advanced manufacturing, agriculture, health care services, information technology, early childhood education and transportation—all industries struggling to meet talent and workforce needs.

# Discussion

How can these efforts be further leveraged?

- For further awareness among those who qualify for the North Star Promise
- For those who don't qualify
- For foundation donors

