



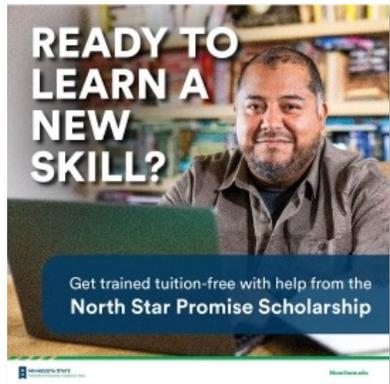
Outreach and Advocacy Committee

Marketing Update

May 21, 2024

Recap of year

- » Minnesota State Week June 26-30, 2023
- » North Star Promise Scholarship and Tuition Freeze
- » Minnesota State Month October 2023
- » Minnesota State Promise Launch



Events recap

- » Be The Change Career and College Fair
- » Saint Paul Saints
- » State Fair
- » Twin Cities Pride



Goal Tracking (September 2023-April 2024)

Brand awareness—why choose Minnesota State

- **6,092,995** targeted Facebook/Instagram impressions
- **16,810,491** targeted CTV/Audio/YouTube/Paid Search impressions
- **155,424 impressions** MSHSL streaming
- **78 commercials** on Channel 45 tournament coverage

Drive visitors to website

- Affordability landing page: **101,515 views**
- Minnesota State Promise landing page: **84,099 views**
- **21, 221 Guidebooks** ordered via the online store
- First user default channels: **49,877 new users** came to our site directly from one of our paid ads

Goal Tracking

» Positive impact on submitted applications

- 2,855 apps during Minnesota State Week (*17.7% increase over 2022*)
- 45,036 apps during Minnesota State Month (*13% increase over 2022*)
- 225,559 apps from September 2023 – April 2024 (*19% increase YoY*)
- \$1.41 per application

» Undergraduate enrollment for fall 2024

- Increase of 14.92% YoY as of May 6, 2024

» Earned Media Highlights

- [Inside Higher Ed](#): *State Support Turns Minnesota's Enrollment Tide*
- [Vox](#): *One State's Big Plan to Fix the State of College*
- [MPR](#): *College Enrollment at Minnesota State System is Up for First Time in Over a Decade*



Minnesota State
Community and Technical College

Positive Impact: Making College Accessible and Affordable

Karen Reilly

Dean of Integrated Communications

Minnesota State Community and Technical College

**DEGREES
FOR DAY JOBS.
YOU DECIDE THE REST.**

Minnesota State
Community and Technical College

**Minnesota State
Promise**

MINNESOTA STATE
Community and Technical College

MinnState.edu

Are you eligible for

**FREE
COLLEGE
TUITION?**

Learn more about the **North Star Promise Scholarship**
at MinnState.edu/affordability

MINNESOTA STATE
Community and Technical College

MinnState.edu

**NORTH STAR
PROMISE
SCHOLARSHIP**

**DEGREES
FOR DAY JOBS.
YOU DECIDE THE REST.**

Have you heard about the new North Star Promise Scholarship Program? It could make college completely tuition- and fee-free for you! Beginning in fall 2024, this Minnesota State program makes it possible for eligible Minnesota residents to attend public higher education institutions in Minnesota, including M State, at no cost. The program will cover "last-dollar" college expenses, meaning any tuition and fees left over after other scholarships, grants, stipends and tuition waivers have been applied. Find out if you're one of them: Visit the North Star Promise website (che.state.mn.us/mPg.cfm?pageID=2590) for full eligibility rules and additional information.

Go to minnesota.edu/admissions to start your journey with M State.

minnesota.edu • 877.450.3322

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f t in i

August 2023

- » Viewbook with North Star Promise information on page 17
- » Mass emailing in August to over 5,025 Juniors and Seniors in Minnesota
- » Over 4,000 viewbooks distributed from August to end of April through high school visits, on campus tours, requests for information and special events



North Star Promise at M State

Web Page

- » Views: 7,725
- » Average time on page: 50s
- » August 1, 2023-April 30, 2024

Earn your degree
TUITION FREE

That's the **NORTH STAR PROMISE**



Resources

- [North Star Promise Fact Sheet](#)
- [North Star Promise FAQs](#)
- [Minnesota Office of Higher Education's North Star Promise Webpage](#)

M State is about to get even more affordable.

M State has one of the lowest tuition rates in the state, and thanks to generous grant, scholarship and sponsorship programs, more than half of all M State students attend tuition-free. Now, a new state scholarship program stands to improve that affordability factor even more.

Beginning in fall 2024, the North Star Promise Scholarship program will create a tuition- and fee-free pathway to higher education for [eligible Minnesota residents](#) at eligible institutions, of which M State is one (see complete list below). A "last-dollar" program, North Star Promise Scholarships cover the balance of tuition and fees remaining after other scholarships, grants, stipends and tuition waivers have been applied.

Social Media



September 22: Social Media Post

M State tuition is FROZEN at the 2022-2023 levels for the 2023-2024 and 2024-2025 academic years. The colleges and universities of Minnesota State have long offered students the lowest tuition and fees in the state, providing students an outstanding education value and the ability to limit or avoid debt. Learn more: <https://bit.ly/46jkYj2>



September 13: Social Media Post

Minnesota State Colleges and Universities approved a tuition freeze through Spring 2025. This will help colleges and universities in Minnesota to respond to the critical needs of students, promote student success and help provide Minnesota with workforce needs. Learn more: <https://buff.ly/3sHyUf0>

Social Media



September 22: Social Media Post

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<https://bit.ly/46jkYj2>



September 29: Social Media Post

Now is the time to apply to Minnesota State Community and Technical College! Our tuition rates are FROZEN through spring 2025!

Get in, get out and get hired! M State's broad range of career programs will have you in the workforce in two years or less. Each year, more than 1,000 M State students complete internships and program clinicals that open doors to employment and provide hands-on experiences that will help you get a job. Learn more: <https://buff.ly/3jY6jU5>

Social Media



October 10: Social Media Post

Beginning in fall 2024, the North Star Promise Scholarship program will make college accessible for more Minnesotans who want to earn a degree. The scholarship will fully cover tuition and fees for eligible students. Visit <https://buff.ly/3F1eARX> for more information.

The North Star Promise Scholarship program is intended to:

- Help stabilize enrollment at Minnesota State system colleges and universities;
- Serve as an economic driver for Minnesota by educating qualified workers who are much needed to fill vacancies in the state's labor force;
- Create a viable higher education path for Minnesota residents who may have previously thought education was not a possibility for them.

The program is estimated to impact 15,000-20,000 students statewide in the first academic year.

Eligibility Requirements

Eligible students must:

- Be a [Minnesota resident](#)
- Have a family Adjusted Gross Income* (AGI) as reported on the [Free Application for Federal Student Aid \(FAFSA\)](#) or [Minnesota Dream Act Application](#) below \$80,000
- Attend a Minnesota public higher education institution or Tribal College
- Not be in default on a state or federal student loan
- Be enrolled taking at least one credit
- Meet Satisfactory Academic Progress (SAP) standards
- Have not already earned a baccalaureate degree
- Be enrolled in a program or course of study that applies to a degree, diploma, or certificate

Eligible Institutions

All Minnesota public higher education institutions and Tribal Colleges are eligible.

- All [Minnesota State Colleges and Universities](#)
- All [University of Minnesota campuses](#)
- All Tribal Colleges
 - [Fond du Lac Tribal and Community College](#)
 - [Leech Lake Tribal College](#)
 - [Red Lake Nation College](#)
 - [White Earth Tribal and Community College](#)

An institution may offer programs that are not eligible for Federal Title IV Aid and Minnesota financial aid. Typically, this is because the program length is too short to meet the requirements for federal and state financial aid.

Social media post links directly to the North Star Promise Scholarship on M State web page.

Social Media



October 24: Social Media Post

Beginning in fall 2024, the North Star Promise Scholarship program will make college accessible for more Minnesotans who want to earn a degree. The scholarship will fully cover tuition and fees for eligible students. Visit <https://buff.ly/3F1eARX> for more information.



October 30: Social Media Post

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

This means, FREE tuition for all MN students with a family income under \$80,000 with the North Star Promise Scholarship (starting Fall of 2024), TUITION FREEZE through spring 2025 and more.

Learn more about what our promise means to students: <https://bit.ly/3sgSvfb>

Email

- » **Sent:** November 1
- » Sent to approximately 3,496 Minnesota Seniors
- » **Open rate:** 23%



The banner features a dark blue background with a green and white circular logo at the top center. Below the logo, the text "NORTH STAR PROMISE SCHOLARSHIP" is written in yellow and white. To the right, there is a white starburst graphic and a smaller version of the circular logo. Further right, the text "DEGREES FOR DAY JOBS. YOU DECIDE THE REST." is displayed in white and green. The background also includes a faint map of Minnesota and a silhouette of a person's head.

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Go to minnesota.edu/admissions to start your journey with M State.

minnesota.edu • 877.450.3322

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 **Minnesota State**
Community and Technical College

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Cost Comparison Flyer

Sent to 5,549 parents of Minnesota Students

TUITION AT A GLANCE

\$5,976

M State

\$6,119

Average Two-Year College

\$9,894

Average Minnesota State University

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University of Minnesota, Twin Cities

\$34,856

Average Minnesota Private University and College

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M STATE PER-CREDIT COST

\$180.80 per credit (Resident and Non-Resident)

Online **\$198.95** per credit

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NORTH STAR PROMISE
ohe.state.mn.us/mPg.cfm?pageID=2590

INVESTED IN YOUR DREAM

M State isn't just a college. It's a community with caring staff and faculty, campus social activities and clubs, food pantries, counseling services, student housing, fitness centers, low tuition and generous scholarships, a diverse array of over 70 academic programs, and so much more. M State is here to help you succeed – both in and outside of school.

We care about your unique life journey, and we'll meet you wherever you're at on that journey. You can work with us to develop an academic plan suited to your goals, and trust us to provide the support and resources you need to achieve your success.



Scan the QR code or go to minnesota.edu/admissions to get started.

QUESTIONS?

Call or text 877.450.3322,
email info@minnesota.edu
or chat minnesota.edu/help.

Postcard

Send to 4,965 Minnesota students



 **Minnesota State**
Community and Technical College
1414 College Way, Fergus Falls, MN 56537

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DETROIT LAKES • FERGUS FALLS • MOORHEAD • WADENA • ONLINE

Mailer

Programs and Degrees Mailer including North Star Promise information sent to 4,965 Minnesota students

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minnesota.edu/tuition-calculator
- APPLY FOR SCHOLARSHIPS**
minnesota.edu/foundations
- BUSINESS AND INDUSTRY PARTNER SPONSORSHIPS**
minnesota.edu/sponsorships
- NORTH STAR PROMISE**
ohs.state.mn.us/wfp/cfm?pageID=2590



MINNESOTA STATE

MINNESOTA STATE UNIVERSITY

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M STATE PROGRAMS AND DEGREES

School of Applied Technology

BUILDING TRADES DIVISION

- Advanced HVAC/R M
- Architectural Drafting and Design O
- Civil Engineering Technology M
- Construction Management M
- Design and Engineering Technology M
- Electrical Technology M W
- Heating, Ventilation, Air Conditioning and Refrigeration M W
- Plumbing Technology M

TRANSPORTATION, ENERGY, & PUBLIC SERVICE DIVISION

- Automotive Service Technology M
- Correctional Officer M
- Criminal Justice M
- Diesel Equipment Technology M
- Electrical Lineworker Technology W
- PowerSports Technology M
- Survey Technician M

INFORMATION TECHNOLOGY

- Cloud Networking O
- Computer Programming M O
- Cybersecurity M O
- Graphic Design M
- Information Technology M O
- Information Technology - Database Administration M O

TRANSFER PATHWAYS

- Accounting F M O
- Business F M O

School of Business and Information Technology

BUSINESS

- Accounting M O
- Administrative Support O
- Business M O
- Business Administration D F M O
- Digital Marketing O
- Entrepreneurship M O
- Human Resources M O
- Individualized Studies O F M W O
- Management and Marketing D F M O
- Payroll Specialist M O
- Sport Management F

INFORMATION TECHNOLOGY

- Computer Networking M O
- Information Technology M O
- Information Technology - Database Administration M O

TRANSFER PATHWAYS

- Accounting F M O
- Business F M O

School of Health Sciences, Human Services and Nursing

HEALTH SCIENCES

- Dental Hygiene M
- Health Information Technology/Coding O
- Medical Administrative Assistant O
- Medical Coding and Insurance O
- Medical Laboratory Technology F M
- Medical Office Assistant O
- Phlebotomy Technician F M
- Radiologic Technology O
- Sonography - Echocardiography
- Surgical Technology M

HUMAN SERVICES

- Advanced Practice Esthetician W
- Cosmetology W
- Early Childhood F
- Esthetics W
- Evolution Technician W
- Massage Therapy W
- Nail Technician W

NURSING

- Associate Degree Nursing D F M W
- PN to ADN Bridge D F M W
- Practical Nursing M

TRANSFER PATHWAYS

- Early Childhood Education F

Explore Our Programs
minnesota.edu/programs-and-degrees

School of Liberal Arts and Sciences

LIBERAL ARTS AND HUMANITIES

- American Sign Language M
- Associate of Arts: Liberal Arts and Sciences D F M W O
- Science Emphasis D F M W O
- Autism Spectrum Disorder O
- Child and Adolescent Therapeutic Behavioral Health Studies F M O
- Interpreter Preparation Program M
- Music F

SCIENCE AND MATHEMATICS

- Biochemistry F M
- Engineering M
- Environmental Science F M
- Health Sciences Broad Field F M O
- Pre-Professional Health F M

TRANSFER PATHWAYS

- Art F
- Biology F M
- History D F M W O
- Political Science D F M W O
- Psychology D F M W O

START YOUR M STATE LIFE

VISIT US

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APPLY ONLINE

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QUESTIONS?

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Email

- » **Email sent:** November 21
- » Sent to approximately 3,496 Minnesota seniors
- » **Open rate:** 24%



Complete your entire two-year degree at today's great rate, because tuition is frozen until at least 2026!

M State has one of the lowest tuition rates of any college in Minnesota, and thanks to special funding from the state, rates won't be rising in the 2023-2024 or 2024-2025 school years. Enroll now at M State and you can complete any two-year degree or program without ever having to worry about tuition going up.

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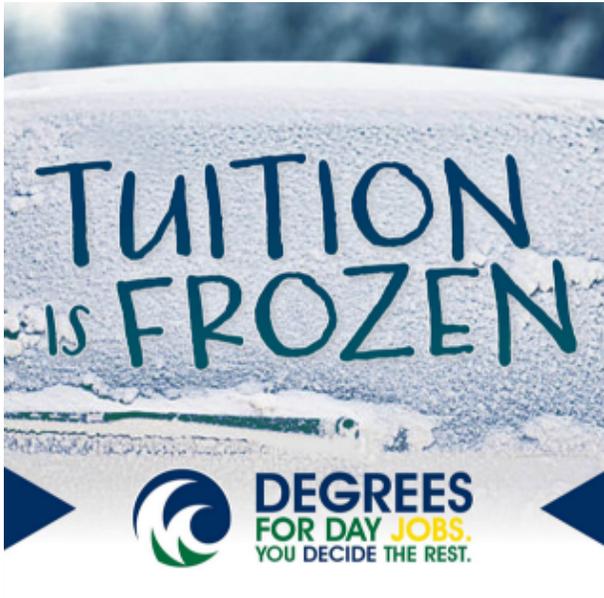
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Social Media

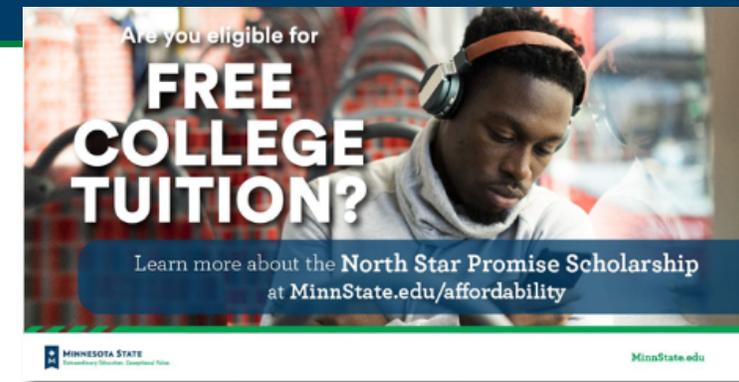


December 8: Social Media Post

Complete your entire two-year degree at today's great rate, because tuition is frozen until at least 2026!

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December 29: Social Media Post

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Flyer

Sent to approximately 2,618 Minnesota prospects in January 2024



START YOUR M STATE Story



A SUCCESS STORY FOR EVERY STUDENT

Thinking of starting college this fall? Wherever you're at in life, M State will meet you there. Let us help you begin your success story – today!

HEIDI PETERSON
Associate Degree Nursing
Drug and alcohol addiction prevented me from following through on my first two attempts at college, but I went to treatment and got sober in 2012, and things changed for me. Due to my personal experience, I wanted a career focused on helping others. I enrolled in the Nursing program



“ I wanted a career focused on helping others. ”
at M State. I loved the small class sizes, affordable tuition and knowledgeable instructors. Currently, I am the Director of Nursing at a residential treatment facility that specializes in opiate and stimulant use disorders. I've obtained a bachelor's degree in nursing and plan to pursue a master's degree. M State helped lay the foundation for my academic journey.

MOHAMMED MOHAMMED
Engineering
I finished the Engineering program at M State in 2020, went on to North Dakota State University to finish my bachelor's degree in Civil Engineering, and now I'm a master's degree student in the GeoSystems program at the University of California, Berkeley. My goal is to someday become



“ I went on to finish my bachelor's degree and now I'm a master's degree student. ”
an academic. I'm very grateful for everybody at M State and how they helped me find my path. There are amazing faculty around who are always there to support and build relationships with you. I spent four years at M State, and one of the things I learned is it's not about the time it takes you to get somewhere, it's about the journey.

TUITION AT A GLANCE



The above costs are for average full-time tuition and fees per year for Minnesota residents at Minnesota-based institutions. Some colleges and universities charge additional fees, fees vary by program. These rates do not include room and board and are before grants and scholarships. Tuition rates can be found at minnesota.edu/whatsnew/tuition.html

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minnesota.edu/mst-price-calculator

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minnesota.edu/foundations

 **BUSINESS AND INDUSTRY PARTNER SPONSORSHIPS**
minnesota.edu/sponsorships

 **NORTH STAR PROMISE**
ohs.state.mn.us/5/Pages/northstarpromise.cfm

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MINNESOTA STATE PROMISE

As a member of the Minnesota State system of colleges and universities, M State believes in and upholds the Minnesota State Promise "to provide an extraordinary education that is affordable, accessible, enhances quality of life and ensures prosperous communities."

- One of the lowest tuition rates in the state (and FREE tuition and required fees for Minnesota students with a family income under \$80,000, with the North Star Promise Scholarship beginning fall 2024)
- Tuition freeze through spring 2025
- Thousands of available scholarships
- Wrap-around support for basic needs, including campus food pantries, help with transportation, housing and childcare assistance programs, and mental health resources, plus specific resources for first-generation college students
- Caring, engaged faculty and advisors
- Free tutoring and writing support
- Seamless transfer pathways to any Minnesota State system institution
- Credit for prior learning and career experience
- Academic programs in the trades, sciences and liberal arts

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Email

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You Have Great Potential.

Empowering you to live up to your potential is our greatest promise to you.

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WHY M STATE?

DEGREES FOR DAY JOBS.
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Legislative Breakfast Hand Out



MIA CORONA
Dental Hygiene/Liberal Arts and Sciences
American Indian Scholars Program Recipient

"If I did not have this scholarship, I would either be in debt or have to work another job just to pay for school. The scholarship has helped in a tremendous way."



CLARISSA VILLEBRUN
Associate Degree Nursing
American Indian Scholars Program Recipient

This scholarship has greatly impacted my life. Both of my parents have passed, and this scholarship has been most helpful in contributing to the needs that parents usually help with. It has also been one of the reasons I continue to go to college; my FASFA funds were running short and I was afraid of having to take out student loans. When I heard I was awarded this scholarship, it felt like a ton of bricks had been lifted off my shoulders. Miigwech (thank you)!

TARISSA HALVORSON

LSR to Radiologic Technology Bridge Program
Minnesota Future Together Grant Recipient

I am an older college student who decided to return to school 13 years out of high school, so I have a mortgage and other bills to worry about along with the cost of school. With this grant helping with tuition, I have been able to take out fewer loans, which in turn relieves some stress about having a large amount of loans to pay off upon graduation. With less money stress, I have been able to relax a little and focus on my studies.



CODY PULJU
Electrical Technology Program
Minnesota Future Together Grant Recipient

"Before coming back to school, nerves about having more loans almost made me not go back. Now I'm so glad I did!"

ELLIE ERICKSON

Business
Minnesota Future Together Grant Recipient

When I opened my e-mail and saw that I received the Minnesota Future Together grant, I was so shocked with happiness and excitement. I have always worked very hard to receive good grades to hopefully earn scholarships/grants. I have been working almost full-time while attending college to be able to pay for college materials, books and bills. This grant has given me some relief, making a big impact on my college costs this semester.



ELLIA SOYDARA

Forensic Psychology
Foundation Scholarship Recipient

I was fortunate enough to twice receive the Ann Williams and David Retzlaff Endowment, which has really helped propel my career in golf. The whole golf program at M State has been benefiting, as well. Last year, generous donations made it possible to get a golf simulator. This is great for the college's recruiting, and it's been a key tool in leveling up my golf game. I cannot praise the foundation and the college enough. I will finish my degree debt-free. That is a huge relief.



FINNLEY SCHILTZ
Biology Transfer Program
Workforce Development Scholarship Recipient

"A big worry I had going into college was whether I'd have hard decisions to make about whether to take on another shift at work to pay off debt or take the time to get my assignments done that night. This scholarship has allowed me to prioritize my studies, where I might've struggled to succeed otherwise."



AMELIA EBSEN
Criminal Justice
Tuition Freeze Beneficiary

"Affordable tuition offers opportunities for all students to achieve a higher education."



Scan the QR code or visit minnesota.edu to read more M State student success stories.

M State by the numbers ...

- » **Number of Print Mailings:** 47 mailings
- » **Number of Email Mailings:** 41
- » **Number of Organic Social Media Engagement rate:** 33%
- » **Paid Impressions:** Over 19 million
- » **Click Through Rate:** 19.6% (industry average is 4.4%)
- » **Number of Visitors to Web:** over 15 million

Over 50,000 impressions regarding North Star Promise, Minnesota State Promise and the tuition freeze have been created through social media, email and direct mail.

M State by the numbers ...

- » **Number of College Fairs Attended: 60/year**
- » **Number of High School Visits: 200/year**
- » **Number of Special Events Attended Off Campus: 120/year**
- » **Number of Special Events On Campus: 30/year**
- » **Number of Campus Visitors: over 500/year**
- » **Number of FAFSA Sessions: 25/year**

Numbers are calculated from September 1, 2023-April 30, 2024.

M State by the Numbers

(as of April 30, 2024)

- » Applications are up by 12%
- » Accepted students are up by 5%



Successful Outcomes: North Star Promise Scholarship

Presented by:

Audrey Bergengren, Vice President of Strategic
Enrollment and Marketing

Brittany Tweed, Director of Financial Aid

MAY 20, 2024



Leverage North Star Promise Scholarship

- Promote retention of current students
- Increase new student enrollments
- Comprehensive integrated approach
 - Marketing and communications
 - Recruitment
 - Financial Aid
- Multi-phase approach
 - Training
 - Communication/Recruitment
 - Call to action – complete application, FAFSA/Dream Act and attend webinar
- Three segmented groups
 - Faculty and Staff
 - Current Students
 - Inquiries, Applicants and New Students



Challenges



- FAFSA delays and updates

- Moving targets with timelines

- FAFSA was delayed 2 months (didn't get access until mid March)

- Mistakes on the application and formulas

- Needed to reprocess ISIRs and didn't get them until end of April

- We still can't process corrections

- Unable to plan for the changes
- Difficulty communicating with students on financial aid packages
- Problematic to promote without a call to action for students

- Communicating eligibility

- \$100-110K combined income = \$80K AGI
- Did not want to mislead students
- Using language: Learn if you're eligible (some may already have tuition paid for)
- Not everyone qualifies, not losing sight of those who don't qualify
- Steps: Apply to college, Complete FAFSA or Dream Act Application



Home

North Star Promise Scholarship Program

FREE COLLEGE TUITION IS POSSIBLE

Beginning in Fall 2024, the North Star Promise Scholarship program will provide eligible Minnesota residents a tuition-free path to a bachelor's degree. The North Star Promise Scholarship program is a "last-dollar" program, covering the balance of tuition and fees remaining after other scholarships, grants, stipends, and tuition waivers are applied.



Attend a North Star Promise Scholarship information session

Tuesday, April 16, 6-7 p.m. CST — If you're thinking about earning an undergraduate degree at Metro State University, this info session is for you! Hear from our Financial Aid and Admissions team members. Learn how to apply, eligibility requirements, and the timeline for receiving your financial aid award offer. Sign up to attend our webinar.

[Sign up](#)

› Eligibility

New and continuing students are eligible. Metro State anticipates **approximately 1 in 5 of its current undergraduate students would be eligible** under this program. To be eligible for the North Star Promise program, individuals must:

- Be a **Minnesota resident**
- Have a family Adjusted Gross Income (AGI) as reported on the **Free Application for Federal Student Aid (FAFSA)** or **Minnesota Dream Act Application** below \$80,000*
- Attend a Minnesota public higher education institution or Tribal College
- Not be in default on a state or federal student loan

Sessions
5253

Users
4141

New Users
3247

Employees

Goals included:

- Awareness of eligibility requirements
- Provide tools and training
- Expectation that they will engage
- Encourage employees to share the great news with not only their students, but also family, friends, neighbors, and communities

Employee Campaign

- Timeline was intentional
- Emails and announcements
- University-wide town hall to share details and planning, educate the community, and create excitement. 180 employees attended and had dozens of questions.
- Published weekly employee newsletter updates featuring North Star Promise
- Conducted training and information sessions to various groups including Leadership Assembly, Faculty Chair Meetings, Advising Forum, and Admissions Staff
- Provided tools such as talk points, handouts, and “Ask me about FREE TUITION” buttons for employees to wear



Students

Goals included:

- Help students understand eligibility requirements
 - Encourage students to complete the FAFSA or the MN Dream Act application
 - Communicate deadlines and timelines for students to receive eligibility notice
 - Communicate to those who don't qualify to help them understand other ways to pay for college and scholarship opportunities
-

Other Aid Programs

- Federal Pell Grant
- Federal SEOG Grant
- MN State Grant, Dream Act, Fostering Independence, Aspiring Teacher of Color grant, MN Indian Scholarship Program, and more
- MN Child Care Grant, MN GI Bill, and Workforce Development Scholarship
- Federal Subsidized and Unsubsidized Loans
- Federal Parent PLUS Loan
- Private or Alternative loans
- Federal TEACH Grants
- Work-Study (Federal, State, or Institutional)
- Scholarships

Metropolitan State University

FREE TUITION IS POSSIBLE

LEARN IF YOU'RE

ELIGIBLE

metro.state.edu

888.233.3333

1000 E. Florsberg Ave.
Denver, CO 80202





FREE COLLEGE TUITION

is possible at Metro State University

Beginning in Fall 2024, the **North Star Promise Scholarship** program will provide eligible Minnesota residents a **tuition-free** path to a bachelor's degree.

How to apply

1. **APPLY**—Complete the Metro State admission application for Fall 2024. Visit metrostate.edu/apply.
2. **FAFSA**—Complete the 2024 Free Application for Federal Student Aid (FAFSA) or Minnesota Dream Act Application.

Eligibility

To be eligible for the North Star Promise program, individuals must:

- Be a **Minnesota resident**
- Have a family Adjusted Gross Income (AGI) as reported on the **Free Application for Federal Student Aid (FAFSA)** or **Minnesota Dream Act Application** below \$80,000. (This equates to an annual family combined salary of approximately \$100,000–\$110,000.)
- Not be in default on a state or federal student loan
- Be credited, taking at least one credit
- Meet Satisfactory Academic Progress (SAP) standards
- Have not already earned a bachelor's degree
- Be enrolled in a program or course of study that applies to a degree, diploma, or certificate



metrostate.edu An equal opportunity institution and employer. The university complies with applicable laws and policies regarding Accessible Information Technology (AIT) and other accessibility-related matters.



Minnesota State University, a member of Minnesota State

Learn more at metrostate.edu/northstar



There is no additional application for the FAFSA or Minnesota Dream Act Application. Metro State will assess eligibility on a term-by-term basis and award North Star Promise Scholarships to all eligible students. Contact gateway@metrostate.edu with questions.



FREE COLLEGE TUITION

is possible at Metro State University

Beginning in Fall 2024, the **North Star Promise Scholarship** program will provide eligible Minnesota residents a **tuition-free** path to a bachelor's degree.

Eligible students must have a family Adjusted Gross Income (AGI) as reported on the Free Application for Federal Student Aid (FAFSA) or Minnesota Dream Act Application below \$80,000. (This equates to approximately \$100,000 to \$110,000 in annual income.)

Learn more at metrostate.edu/northstar.



FREE COLLEGE TUITION

is possible at Metro State University

The **North Star Promise Scholarship** program will provide eligible Minnesota residents a **tuition-free** path to a bachelor's degree.

Eligible students must have a family Adjusted Gross Income of less than \$80,000 per year and have not already earned a bachelor's degree.

metrostate.edu/northstar



To see if you're eligible, visit our website or email gateway@metrostate.edu.



Metropolitan State University, a member of Minnesota State

To request accommodations for a disability, contact Accessibility Resources at accessibility.resources@metrostate.edu or 651.793.1549.

Current Students Webinars



- Virtual
- March 12 and March 15
- 822 registrants
- 386 attendees



Prospects & Applicants

- Reach Minnesota residents in the greater Twin Cities and surrounding area
- Help them understand what the North Star Promise Scholarship could cover and the eligibility requirements
- Encourage students to apply to Metro State University and complete the FAFSA (while communicating FAFSA complications) or the MN Dream Act application
- Communicate deadlines and timelines for students to receive eligibility notice
- Communicate to those who don't qualify to help them understand other ways to pay for college and scholarship opportunities



Integrated Campaigns

Reach prospective students to increase inquiries, applications, and enrollment

- Landing page:

<https://www.metrostate.edu/NorthStar>

- Email campaign
- Campus signage
- Street banners
- Paid digital advertising
- Organic social media
- Admissions events and materials
 - Direct mail, Flyers, Viewbook, Displays
- Alumni emails and Buzz magazine





Paid Digital Advertising

Learn how a tuition-free undergraduate degree is possible for qualifying students through federal and state aid, including the new North Star Promise Scholarship. Attend our Open House events February 26 via Zoom or February 29 in Saint Paul to explore 60+ flexible and affordable bachelor's degree options.

 **METRO STATE UNIVERSITY**

Are you eligible for **FREE COLLEGE TUITION?**



NORTH STAR PROMISE SCHOLARSHIP

<https://www.metrostate.edu/open...>

Undergrad Open House
Thursday, February 29

[Sign up](#)

   100 2 comments 30 shares

 Like  Comment  Share

Learn how a tuition-free undergraduate degree is possible for qualifying students through federal and state aid, including the new North Star Promise Scholarship. Attend our Open House events February 26 via Zoom or February 29 in Saint Paul to explore 60+ flexible and affordable bachelor's degree options.

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Thursday, February 29

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   101 31 comments 17 shares

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NORTH STAR PROMISE SCHOLARSHIP

<https://www.metrostate.edu/open...>

Undergrad Open House
Thursday, February 29

[Sign up](#)

  71 5 comments 17 shares

 Like  Comment  Share



Organic Social Media

Metro State University
Wed 3/20/2024 1:15 pm CDT

Want to pursue your dream of earning a bachelor's degree without worrying about the cost? The North...



Total Engagements	4,688
Reactions	562
Comments	65
Shares	123
Post Link Clicks	62
Other Post Clicks	3,876

Metro State University
Wed 3/20/2024 1:18 pm CDT

Want to pursue your dream of earning a bachelor's degree without worrying about the cost? The North...



Total Engagements	763
Reactions	47
Comments	0
Shares	5
Post Clicks (All)	711

Metro State University
Tue 4/16/2024 12:04 pm CDT

Broadcasting LIVE on Channel 4! Metro State University's Director of Financial Aid stopped by the WCCO & CBS News N...



Total Engagements	569
Reactions	155
Comments	4
Shares	3
Post Link Clicks	13
Other Post Clicks	394

Metro State University
Tue 4/16/2024 12:11 pm CDT

Broadcasting LIVE on Channel 4! Metro State University's Director of Financial Aid Brittany Tweed,...



Total Engagements	317
Reactions	21
Comments	0
Shares	2
Post Clicks (All)	294

Metro State University
Thu 4/11/2024 10:07 am CDT

Metro State University's Director of Financial Aid Brittany Tweed stopped by the K studio this week to discuss the NEW



Total Engagements	160
Reactions	37
Comments	2
Shares	2
Post Link Clicks	4
Other Post Clicks	115

Metro State University
Thu 4/11/2024 10:10 am CDT

Metro State University's Director of Financial Aid Brittany Tweed, MPNA, FAAC stopped by the KARE 11 stud...



Total Engagements	156
Reactions	27
Comments	1
Shares	3
Post Clicks (All)	125

Metro State University
Mon 10/9/2023 1:23 pm CDT

Imagine attending Metro State University for FREE! To give more Minnesotans a chance at a...



Total Engagements	125
Reactions	36
Comments	1
Shares	11
Post Clicks (All)	77

Metro State University
Mon 10/9/2023 1:21 pm CDT

Imagine attending Metro State University for FREE! To give more Minnesotans a chance at a...



Total Engagements	112
Reactions	31
Comments	1
Shares	13
Post Link Clicks	30
Other Post Clicks	37

Metro State University
Tue 1/23/2024 4:17 pm CST

Are you thinking about going back to school to finish your degree? Or a high schooler considering college...



Total Engagements	80
Reactions	27
Comments	1
Shares	3
Post Clicks (All)	49

@MetroStateU
Mon 10/9/2023 1:26 pm CDT

Imagine attending @MetroStateU for FREE! To give more Minnesotans a chance at a #highereducation, t...



Total Engagements	79
Likes	0
@Replies	20
Reposts	0
Post Link Clicks	8
Other Post Clicks	51
Other Engagements	0

- Number of posts across all social platforms (including reels, videos, stories, etc.): 44
*This does NOT include Undergrad Open House posts including North Star copy and messaging
- Impressions: 37,250
- Engagements: 7,516
- Reactions: 1,163 *The number of times users reacted to posts
- Comments: 107
- Shares: 197
- Post Link Clicks: 1,499 *4,541 additional "other" link clicks, aka the number of times users clicked on our posts, excluding the North Star landing page link in the copy.



Metro State University

Wed 3/20/2024 1:15 pm CDT

Want to pursue your dream of earning a bachelor's degree without worrying about the cost? The North Star Promise Scholarship program at Metro State University is a new option for eligible...



Total Engagements	4,688
Reactions	562
Comments	65
Shares	123
Post Link Clicks	62
Other Post Clicks	3,876



Metro State University

Wed 3/20/2024 1:18 pm CDT

Want to pursue your dream of earning a bachelor's degree without worrying about the cost? The North Star Promise Scholarship program at Metro State University is a new option for eligible...



Total Engagements	763
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Comments	0
Shares	5
Post Clicks (All)	711



Metro State University

Tue 4/16/2024 12:04 pm CDT

Broadcasting LIVE on Channel 4! Metro State University's Director of Financial Aid Brittany Tweed stopped by the WCCO & CBS News Minnesota studio yesterday to discuss the NEW North...



Total Engagements	569
Reactions	155
Comments	4
Shares	3
Post Link Clicks	13
Other Post Clicks	394



Metro State University

Published by Kathleen Ambre · 5d ·

Metro State University's Director of Financial Aid Brittany Tweed stopped by the KARE 11's studio this week to discuss the NEW North Star Promise Scholarship program, providing eligible Minnesota residents a tuition-free path to a bachelor's degree! Watch here: <https://www.kare11.com/.../89-fc998353-2265-4319-83b5...>



Earned Media Campaign

- Leverage ourselves as experts on the North Star Promise Scholarship
- Promote webinars – strong call to action to sign up





buzz



Julie Bauch and Stevie Middlebrook '23
Working to improve access in our community

Alumni give back during week of service
New spaces on campus

SPRING 2024

FREE TUITION

is possible at Metro State University

North Star Promise Scholarship Program



Beginning in Fall 2024, the North Star Promise Scholarship program will provide eligible Minnesota residents a tuition-free path to a bachelor's degree. The North Star Promise Scholarship program is a "last-dollar" program, covering the balance of tuition and fees remaining after other scholarships, grants, stipends, and tuition discounts are applied.

The **North Star Promise Scholarship** program at Metro State University is a new option for eligible undergraduate students to qualify for FREE tuition!



Learn about eligibility at metrostate.edu/northstar



METRO STATE UNIVERSITY
A member of Minnesota State



Students are eligible. Metro State University students in five of its current undergraduate programs would be eligible under this program. The North Star Promise Scholarship program covers the balance of tuition and fees remaining after other scholarships, grants, stipends, and tuition discounts are applied.

Adjusted Gross Income (AGI) as reported on the tax return for Federal Income Tax or Minnesota Dream Act Application. The higher education institution must be a public or private nonprofit or federal student loan recipient. The program is subject to the Federal Student Aid (FAFSA) or Minnesota Dream Act Application. There is no additional application beyond the FAFSA or Minnesota Dream Act Application. Metro State will assess your eligibility on a term-by-term basis and award North Star Promise Scholarships to all eligible students.

• Be enrolled in a program or course of study that applies to an undergraduate degree, diploma, or certificate

*AGI equates to an annual family combined salary of approximately \$100,000-\$110,000. AGI is used to refer to the line on U.S. taxes that will be used to evaluate for scholarship eligibility. Depending on a household's income exclusions from US tax forms (such as standard or itemized deductions taken), a household or family income could be quite a bit more than its associated AGI.

How to apply

1. Apply for admission to Metro State University—you will need to be admitted to be eligible for the North Star Promise Scholarship program.
 2. Complete the Free Application for Federal Student Aid (FAFSA) or Minnesota Dream Act Application.
- There is no additional application beyond the FAFSA or Minnesota Dream Act Application. Metro State will assess your eligibility on a term-by-term basis and award North Star Promise Scholarships to all eligible students.

For more information on the North Star Promise Scholarship program visit metrostate.edu/NorthStar.

Circulation 47,600

Prospective Students Webinar

- Virtual
- April 16
- 423 registrants
- 143 attendees

Open House Recruitment Event

- 788 registrants
 - (+31% increase over last spring)
- 420 attendees
 - (+29% increase over last spring)



Outcomes as of May 15, 2024

- FAFSA Submission Narrative:

Compared to prior year submissions for the same time period (Dec – May), student engagement and application increases were observed. Students who are Pell eligible submitted applications at a higher rate - a 7% increase from AY23 to AY25.

MN Dream Act applications for AY25 have increased by 27% from the previous year, alluding to greater awareness of the application for DACAmented and undocumented students. No comparison of Dream Act application data was available for AY23.

Data indicates an increase of both Pell Eligible applicants and FAFSA submissions when comparing AY24 & AY25 data. There was a 12% increase in applicants overall. Comparing AY23 to AY25, an increase of 8.4% of submissions was observed.

- 28% increase of undergraduate applications for Fall 2024





METRO STATE UNIVERSITY



MINNESOTA STATE

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A member of Minnesota State