

M State's High School and Community Partnership Program

This year, we have launched our High School Partners/Community Partners program, reaching out to 18 regional Minnesota high schools in an effort to strengthen our relationships with them to accomplish the following goals:

- Increase historical market share of high school grads coming to M State by 2 percent annually
- Enhance value proposition of the recruiting relationship by sharing high school M State First Time In College (FTIC) cohort performance data with high school administration
- Enhance M State's value proposition within the community by sharing high school M State FTIC cohort success data with media outlets



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The opinion of the high school administrators met with so far remains consistent – M State is viewed positively, and too many of their students fall into either the category of thinking that a four-year institution is the way to go (when they'd be better suited to complete their first two years at M State or consider an occupational pathway), or into the category of thinking that college is an unattainable pursuit (when they ought to realize that there is an affordable educational pathway accessible through M State). Fifteen of the 18 approached have jumped at this opportunity so far, two have been unresponsive, and we are awaiting a statement of interest from the remaining one.

This semester, partner high schools will receive three reports designed to inform their efforts in improving high school success, college preparedness and successful transition.

1st Report (August): information on their graduate classes from 2007 to 2015 and how many of their students who enrolled in a college or university in the fall following their graduation a) stayed in Minnesota and b) attended which regional school. The second sheet displays the same data for west central Minnesota, so they can see how their school compares with schools in the west central region.



High Schools On Board

- Barnesville
- Detroit Lakes
- Dilworth-Glyndon-Felton
- Fergus Falls
- Frazee-Vergas
- Hawley
- Lake Park-Audubon
- Moorhead
- New York Mills
- Park Rapids
- Perham
- Sebeka
- Underwood
- Verndale
- Wadena-Deer Creek

High Schools Indicating Interest

- Alexandria

2nd Report (September): more specific information (aggregate, FERPA-respectful) on their graduate cohorts from 2013-15 who enrolled at M State. It will include the programs of study pursued, how they performed during their first term, whether they graduated and, if they transferred to another college, the name of the transfer institution.

3rd Report (October): data (again, aggregate, FERPA-respectful) on their 2017 graduates who enrolled at M State this fall: which programs of study they chose, their scores on our course placement assessments and the amount of their tuition and fees that were covered by grants and other "free" money.

This fall semester, we have a number of upcoming activities designed to enhance awareness of our value proposition among our partner high schools and communities.

September: Identification of FY18 High School M State FTIC cohorts, geo-fenced social media activity, cohort info ads placed in community newspapers. M State Partner High School event held on each campus.

October: College Knowledge Month/open house promotion.

November: Fall Magazine on participating high schools/communities.

If you have ideas for improving this program, please send them my way!