

ANNUAL REPORT



PEOPLE ^{FOR}
PSEO
Expanding Opportunities

- 1985 • PSEO passes the Minnesota Legislature
- 1986 • The first PSEO students graduate high school
- 2012 • PSEO expands to include 10th graders
- 2016 • Family files lawsuit against Fulda High School
- 2018 • People for PSEO receives 501(c)3 status

2021



OUR MISSION

People for PSEO exists to reduce student debt and break cycles of poverty in Minnesota by increasing enrollment in the Post-Secondary Enrollment Options (PSEO) program.

To accomplish this mission, we inform communities about PSEO; identify and lower barriers to PSEO enrollment; and work to create a statewide PSEO community.

This annual report - our first ever - aims to show our impact over the last year!

We envision a vibrant, diverse, and growing PSEO program across Minnesota where PSEO students feel promoted, defended, and celebrated!

We are for PSEO students, by PSEO students. Join us!

FINANCES

2019 Budget:

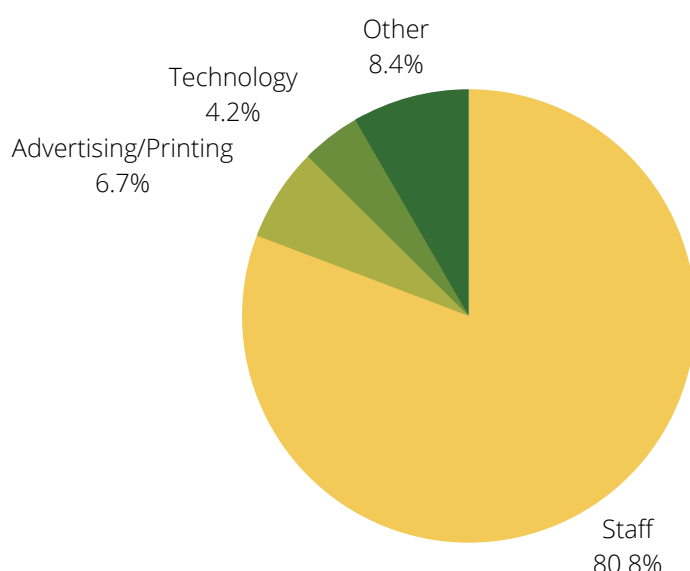
\$18,314

2020 Budget:

\$30,085

2021 Budget:

\$37,000



In 2021, staff expenses made up 81% of total expenses, followed by miscellaneous expenses at 8%, advertising/printing at 7%, and technology expenses at 4%.

MAJOR SPONSORS

Thank you for your past and current support!

- YouthPrise
- Saint Paul and Minnesota Foundation
- St. Joan of Arc Outreach Fund
- Minneapolis Foundation
- The Westra Family
- Morning Foundation
- Connie Levi, Former MN House Rep.
- Ted Kolderie and Bill Blazar
- The Schroeder Family
- The Wedl Family

THE PROBLEMS

The expansion of the PSEO program is limited by three main systemic barriers found in PSEO law, in high schools, and in post-secondary institutions.

PSEO student journey

1

To participate, a student must first have the resources to travel and eat while in PSEO (unless taking online classes)

Then, students must gather all the information they need to apply to the program. Enrolling will be easier for some students who have supportive high schools.

2

3

Finally, they must be accepted into the PSEO program. The majority of high school students aren't eligible to enroll in PSEO due to insufficient GPA or class rank.

Barrier #1: PSEO Law

PSEO law is in drastic need of reform. Barriers to expansion of the PSEO program include: a PSEO 'gag rule' that prevents colleges from telling some students that PSEO can save them money; an outdated transportation reimbursement formula for low income students; a lack of support for students who are dependent on free and reduced price meals at their high school; and a lack of enrollment data for PSEO by contract agreements.

Barrier #2: High Schools

High schools, incentivized by the PSEO funding formula, have been inconsistent in their adoption of the PSEO program. While some districts encourage enrollment, others prevent students from learning about the program, adopt policies that contradict state law, or manipulate PSEO grades to favor students who enroll in College in the Schools or Advanced Placement courses. Many students across the state simply don't know what PSEO is or how to save money by accessing the program.

Barrier #3: Colleges

Few colleges and universities have opportunities specifically for PSEO students to form new support networks, such as PSEO student clubs. Expansion of the entire PSEO program is limited by colleges who place enrollment caps on their PSEO programs. Using high school GPA and other standardized tests as the main criteria in admissions results in the exclusion of some students who would most benefit from enrollment in the PSEO program.

POLICY CENTER

The policy center identifies and lowers barriers to enrollment in the PSEO program through research and advocacy

Legislative efforts:

WHEN THE LEGISLATIVE SESSION
ENDS WITHOUT PSEO POLICIES PASSING



2019: Successful!

2020: Unsuccessful

2021: Unsuccessful

2022: TBD!

CALL TO ACTION

The PSEO program wouldn't exist without the continuous support of PSEO students, alumni, parents/guardians, and general PSEO supporters. To support our advocacy, [join us as a member](#) (it's free)!

Please contact zeke.jackson@peopleforpseo.org to see our full 2022 Legislative Agenda

Modernize Transportation Reimbursement Funds
Expand the PSEO Enrollment Period
Stop Exclusion of PSEO Students from High School Culture
Stop PSEO Grade Manipulation
Let 10th Grade Students Do More PSEO
Implement Summer PSEO classes
Strengthen the Dissemination of Information Statute
Eliminate the College Gag Rule
Online PSEO
Students Take
Let 9th Grade

REGISTRATION CENTER

The registration center informs students, parents, and communities about the PSEO program!

From Jan. 2021 - Oct. 2021, we had...

39

Speaking Engagements
(presentations, tabling events, radio shows)

273

Students reached
through virtual dual credit webinars

261

PSEO flyers posted
at businesses and events throughout Minnesota

Social Media



Followers

333

Reach

5,418 unique accounts



80

NA



34

6,978 unique accounts



99

371 unique page views



NA

377 unique visitors*

Total Online Reach

11,830

students, parents, and supporters reached online

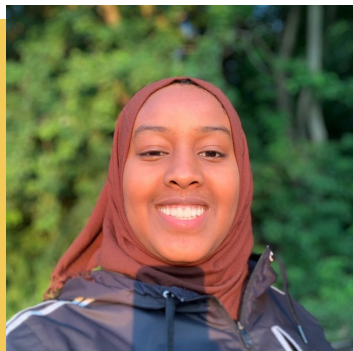
Assuming 10% of reach across platforms are repeats

Follow @peopleforpseo
on any platform!

*The PPSEO website provider was changed in early 2021 leading to loss of data

STUDENT CENTER

The student center creates a statewide community for PSEO students, alumni, and supporters



"I owe a lot to the PSEO program, so I am grateful to those who put it on my radar and to those who worked tirelessly to make it a reality so many years ago."

Najma Abdullahi, alumni - Inver Hills Community College and University of Minnesota, Twin Cities

"I support the PSEO program because of the multitude of opportunities it provides for all students who want to further their education."

Madelynn Green, student - Anoka-Ramsey Community College

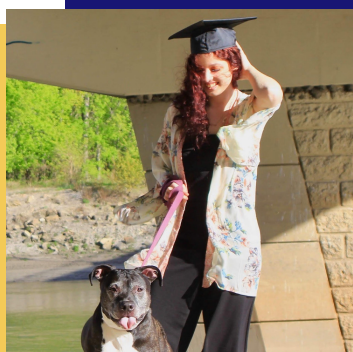


"I support PSEO because it helps to get kids exposed to college classes earlier and saves money!"

Addison Abler, student - University of Minnesota, Morris

"PSEO provided me with one of the best opportunities in my life. Being able to access all the university classes is an incredible experience that I will always be grateful for!"

Rani Mukherjee, student - University of Minnesota, Twin Cities



"I started PSEO thinking it was just something to put on a resume, but then I fell in love with it and now I'm starting my career because of it."

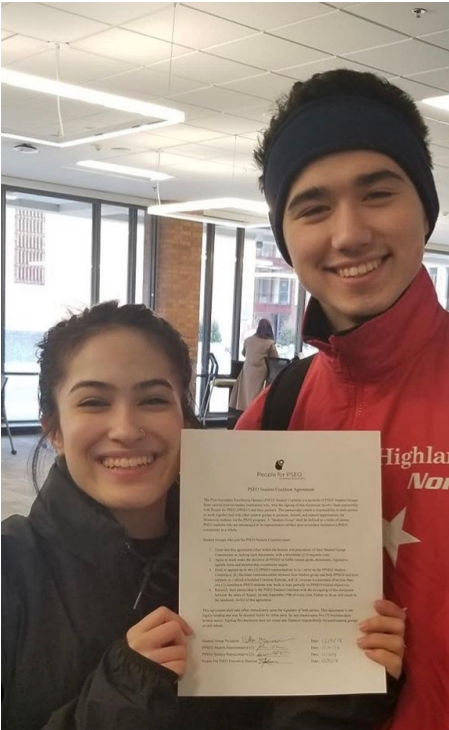
Andria Ferdon, alumni - Finishing Trades Institute of the Upper Midwest

"Information about these programs is still hard to come by in some places, and this organization is critical to sharing about post-secondary enrollment options to all students."

Dayton Westra, parent - Fulda, Minnesota



PHOTO GALLERY



THANK YOU!

Thank you for your past and current support!



PEOPLE FOR
PSEO

Expanding Opportunities

Aaliyah and Joshua Hodge
Barbara Gilliland
Bennett and Mary Porter
Beth Westra
Bill Blazar
Bob Schmitt
Brandon Wait
Bryan Rossi
Catherine Simmons-Gill
Chanda Smith Baker
Charles A. Slocum
Charles Slocum
Christina Sheran
Connie Levi
Curt Johnson, PhD
Dan Loritz
Dayton Westra
Dean/Tracy Quarnstrom
Dennis Carlson
Ember Reichgott-Junge
Emily Andes
Fredric Bailey
Georgia Heller Duncan and Mel Duncan
Gregg Peppin
Janis Clay
Janice LaFloe
Joe and Sylvia Graba
Joe Nathan
John Cairns
John James
Jon and Dana Schroeder
Joseph Nathan
Kathleen Coskran
Kathleen Howe
Kathy Howe, PhD
Kimberly Adams
Lisa Onken
Malcolm McDonald
Mary K. Boyd
Megan Willette

Minnesota Alliance
Mitch Pearlstein
Mitchell Trockman
Molly Grove
Morgan Brown
Nancy Dana
Noel Schroeder
Oscar Miranda Dominguez
Patti Haasch
Paul Gilje
Peter Hutchinson
Phillip Grey
Philip Jemielita
Randy Johnson, PhD
Richard Jackson
Robert and Kathleen Wedl
St. Joan of Arc Outreach Fund
St. Paul & Minn. Foundation
Steven and Marianne Perkins
Steven/Kathleen Lindgren
Susan Doherty
Sue Perpich
Sylvia Witz
Ted Kolderie
Thomas and Kim Holman Foundation
Tom Hegranes
Tom Nelson
Tom Tapper
Tracy Quarnstrom
Walt McClure, PhD
Walter Enloe
Wayne Jennings
Zeke Jackson

Your name could be here, too! Go to
peopleforpseo.org/donate to support
our mission.