
Financial Aid & Literacy Work Group

Minnesota P-20 Education Partnership Meeting
September 22, 2022

Work Group Membership

Paul Cerkvenik - Minnesota Private College Council

Kathleen Klima - Minnesota Office of Higher Education

Chris Halling - Minnesota State Colleges and Universities

Eugene Piccolo - Minnesota Association of Charter Schools

Megan Rozowski - Minnesota Private College Council

Nicole Whelan - Minnesota Office of Higher Education

Tammy Vondrasek - Minnesota State College Southeast

Jennifer Simon - Minneapolis Public Schools

Mai Chue Moua - Minnesota Office of Higher Education

DeShawn Woods - Office of Higher Education

John Burczek Dreier - University of Minnesota

Amanda Burgess - Augsburg College

Chris George - St. Olaf College

Scott Roelke - Inver Hills Community College & Dakota County Technical College

Krystle Igbo-Ogbonna - TRIO Upward Bound Vision Quest

Bob McMaster - University of Minnesota

Julie Selander - University of Minnesota

Key Priority #1

Develop a joint Minnesota Department of Education-Minnesota Office of Higher Education **communications campaign** geared towards students and families to raise awareness of the long-term value of postsecondary education and training for promoting economic opportunities, as well as the myriad of options for accessing and affording them.

Communications Campaign

- Determining Core Messages
 - Value proposition of postsecondary education/training
 - Return on investment
 - Address myths about access/affordability
 - Build awareness/importance of the FAFSA
 - Provide resources
- Defining Target Audiences
 - Direct: students & families
 - Indirect: supporters and stakeholders
- Identifying Communication Channels
 - Video “stories”
 - Social media
- Opportunities & Challenges
 - Leveraging existing tools/messages
 - Budget/resources

Key Priority #2

Establish a **Financial Wellness Council** composed of subject-matter experts across K-12 and postsecondary

- Identifying community partners leading financial literacy efforts
- Launching a statewide community of practice of financial wellness professionals
- Identifying evidence-based practices and resources

Financial Literacy Council & Statewide Assembly

- Learn about successful models and approaches and share best practices and lessons learned
- Exploring the when, where, and how
 - Spring 2023?
 - On a college campus?
 - In-person, virtual or hybrid?
 - General session/keynote, breakout discussions?
- Outcomes
 - Share approaches that have proven successful
 - Develop a community of practice
 - Creating a network/listserv

Questions?

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