

2023 HIGHLIGHTS

Mpseoc



FEBRUARY 2024

MONTANA POST SECONDARY EDUCATIONAL
OPPORTUNITIES COUNCIL | MPSEOC

2023 HIGHLIGHTS



2023 QUICK NUMBERS

OUR PARTNERS

- **ALL 26** MONTANA ACCREDITED COLLEGES & CAMPUS MEMBERS
- **132 +/-** MONTANA COLLEGE PROFESSIONAL MEMBERS
- **10** BOARD MEMBERS (MAX CAPACITY)
- **200 +/-** MONTANA HIGH SCHOOLS
- **347 +/-** MONTANA HS COUNSELORS
- **160+** NONMEMBERS, OUT OF STATE COLLEGES, BUSINESSES, & AGENCIES
- **\$37,500+** ANNUAL SPONSORSHIP | A SPECIAL THANKS TO OUR SPONSORSHIPS / PARTNERS:
 - **GOOGLE GRANTS - \$120,000 / YEAR IN ADWORDS ADVERTISING**
 - **MUS & GEAR UP - \$20,000**
 - **AMERICAN INDIAN COLLEGE FUND - \$6,000**
 - **OFFICE OF PUBLIC INSTRUCTION - \$5,000**
 - **REACH HIGHER MONTANA - \$5,000**
 - **MONTANA DEPARTMENT OF LABOR & INDUSTRY - \$1,500**

PROGRAMS & SERVICES

- **\$240,000+** INCOME IN 2023 & CLOSE TO \$300,000 IN OVERALL REVENUE WITH SAVINGS, INVESTMENTS, ETC. IN 2023 -
**FINAL NUMBERS PENDING YE REPORTS.*
- **9,000+** STUDENTS AT FALL FAIRS | 7,505 STUDENTS REGISTERED ONLINE & SEVERAL ATTEND WITHOUT REGISTERING. 97% OF MONTANA HIGH SCHOOLS TYPICALLY ATTEND THE FALL FAIRS.
- **1,000+** STUDENTS ATTENDED THE SPRING TRIBAL FAIRS
- **\$7,000** IN STUDENT SCHOLARSHIPS AT FAIRS
- **80 - 100** FALL FAIR EXHIBITORS - HIGHEST EVER!
- **60 - 70** TRIBAL COLLEGE EXHIBITORS - HIGHEST EVER!
- **104** SUMMER CONFERENCE REGISTRATIONS - IN-PERSON
- **211** COUNSELOR UPDATE REGISTRANTS
- **FREE** PRINTED GUIDEBOOKS FOR ALL MT HIGH SCHOOLS AND COUNSELORS & FREE ONLINE INTERACTIVE VERSION.
- **100'S** OF SOCIAL MEDIA POSTS ON 4 ACTIVE CHANNELS. REPRESENTATION ON 6 MEDIA CHANNELS.
- **100,000'S** SERVED ON OUR WEBSITES - MONTANACOLLEGES.COM | MPSEOC.ORG | MONTANACOLLEGEFAIRS.COM | MONTANATRIBALCOLLEGES.ORG | SUPPORTMONTANASTUDENTS.ORG

HIGHLIGHTS & FIRSTS

- **MEMBERSHIP** | WE ARE PROUD TO SHARE THAT WE HAVE ALL 26 MONTANA ACCREDITED COLLEGES ACTIVELY PARTICIPATING IN OUR EVENTS AND PROGRAMMING! FIRST TIME TO HAVE ALL 26 MONTANA COLLEGES BE ABLE TO PRESENT AT THE LIVE COUNSELOR UPDATE!
- **EXPANDED STUDENT SERVICE & REACH** | NEW MISSED CONNECTIONS WITH STRIVESCAN BRINGING IN 1,000'S OF MORE CONTACTS AND SERVICE TO STUDENTS AFTER THE FALL FAIRS AND THROUGHOUT THE YEAR.
- **FUND GROWTH** | WE CONTINUE TO SEE NEW GRANTS AND FUNDS ALL THE TIME. WE HAVE APPLIED FOR \$26,000 IN ERC FUNDS AND HOPE TO RECEIVE THESE FUNDS IN 2024.
- **INTERNAL GROWTH** | WORKING TO CREATE SUSTAINABILITY AND EMERGENCY SUCCESSION PLANS FOR THE ORGANIZATION. WORKING TO EXPAND INTERNALLY TO HIRE A NEW EMPLOYEE.
- **DATA SUPPORT** | HELPED PARTNER AND SUPPORT THE OPI DATA GROWTH AND RESEARCH WITH OUR MONTANA TRIBAL COLLEGES.
- **FIRST TIME WE DID A MAJOR PARENT CAMPAIGN THIS FALL** TO HELP WITH ENGAGEMENT AND ATTENDANCE AT THE FAIRS. WE SENT 14,000+ POST CARDS TO PARENTS.
- **EXPANDED PARTNERSHIPS** | WORKING WITH MDLI, OPI, AND BEYOND TO GROW RELATIONS AMONG COLLEGES AND BUSINESSES/ CAREERS TO BETTER SERVE OUR STUDENTS TOGETHER. TEAMING WITH MDLI TO INCREASE ACCURACY IN THEIR STUDENT SYSTEMS ON OUR COLLEGE PROGRAMS DATA COLLECTION.
- **HAD THE LARGEST FAIRS IN # OF EXHIBITORS AT THE FAIRS IN 2023.** MANY FALL FAIRS REACHED BETWEEN 80-100 TABLES AND SPRING FAIRS RANGED FROM 60-70 TABLES. LARGEST IN OUR HISTORY.
- **GREATLY INCREASED COLLEGE AND CAREER GROWTH AT FAIRS** WITH CAREER MATCHING AND PATHWAY EXPLORATION.
- **BOARD DEVELOPMENT** | THE BOARD HAS GROWN TO EXPAND TO HAVE A MORE ACTIVE EXECUTIVE COMMITTEE MEETING MORE FREQUENTLY TO HELP IN THE EXPANDED GROWTH OF THE ORGANIZATION. FOR THE LAST DECADE, THE ORGANIZATION IS PROUD TO SAY THAT WE HAVE CONSISTENTLY HELD A FULL TO NEAR FULL BOARD LEADERSHIP TO ENSURE STRONG LEADERSHIP IN OUR PROGRAMS AND SERVICES.
- **SPONSORS & PARTNERSHIPS** | WE ARE PROUD TO SAY THAT WE HAVE KEPT OUR SAME PARTNERS AND GROWN NEW PARTNERS FOR OVER 20 YEARS. MUS, GEAR UP, OPI, RHM (WAS MHESAC AND SAF PREVIOUSLY) AND FOR THE LAST 15 YEARS GOOGLE GRANTS, AICF, MDLI & MCAN, AND MANY MORE PARTNERSHIP AGREEMENTS OVER THE YEARS WITH MSCA, MACRAO, MASFAA, CAMPUS COMPACT, SAT, ACT, AND MORE
- **3 YEARS OF THE MONTANA TASK FORCE EMPOWERING OUR MEMBERS AND EXPANDING SERVICE WITHIN MPSEOC AND NOW RUNNING WITH THEIR OWN LEADERSHIP.**
- **WE ARE PROUD TO HOST A STATEWIDE CALENDAR OF COLLEGE AND CAREER EVENTS FOR EASE OF ACCESS AND COLLABORATION ACROSS THE STATE.**
- **CELEBRATED AND SUPPORTED SEVERAL STUDENT CAMPAIGNS:**
 - **MONTANA GIVES BACK CAMPAIGN**
 - **SUPPORT MONTANA STUDENTS CAMPAIGN**
- **REVISED AND UPDATED OUR ONLINE SYSTEMS FOR THE COLLEGE PROFILES & COUNSELOR DIRECTORY TO BE MORE USER FRIENDLY & DYNAMIC.**
- **CONTINUE TO EXPAND OUR MEMBER AWARDS AND BOARD ELECTIONS PROCESS TO BE MORE IMPACTFUL FOR OUR MEMBERS.**

