



**Michigan Department of Lifelong  
Education, Advancement, and Potential**

**MiLEAP Office of Higher Education**

**Rob Mass**

May 22, 2024

# Our Charge

Create a path to prosperity for every Michigander and support the long-term economic health of our state with a coordinated strategy from preschool through postsecondary.

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# Our Team

## Office of Early Childhood Education

- PreK for All: GSRP and Head Start
- Child care: Affordability, safety, and quality

## Office of Higher Education

- Sixty by 30
- MI Student Aid: Scholarship administration

## Office of Education Partnerships

- Out-of-school time
- Councils
- Family and community engagement

# Today

Progress

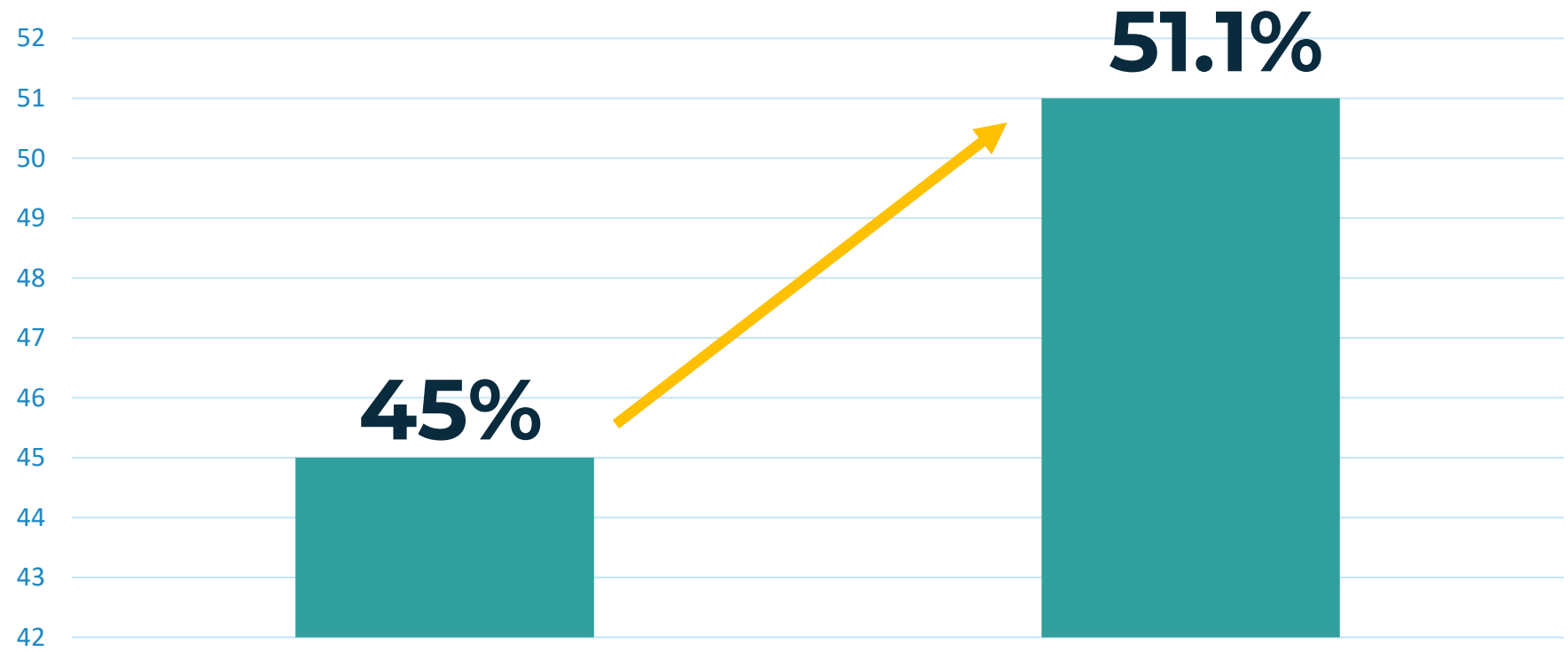
Action plan

What's  
next?



By 2030, 60% of working age Michiganders have a skill certificate or degree.

# Since setting the goal, attainment is up 6.1%



# ~10,000 certificates/degrees earned



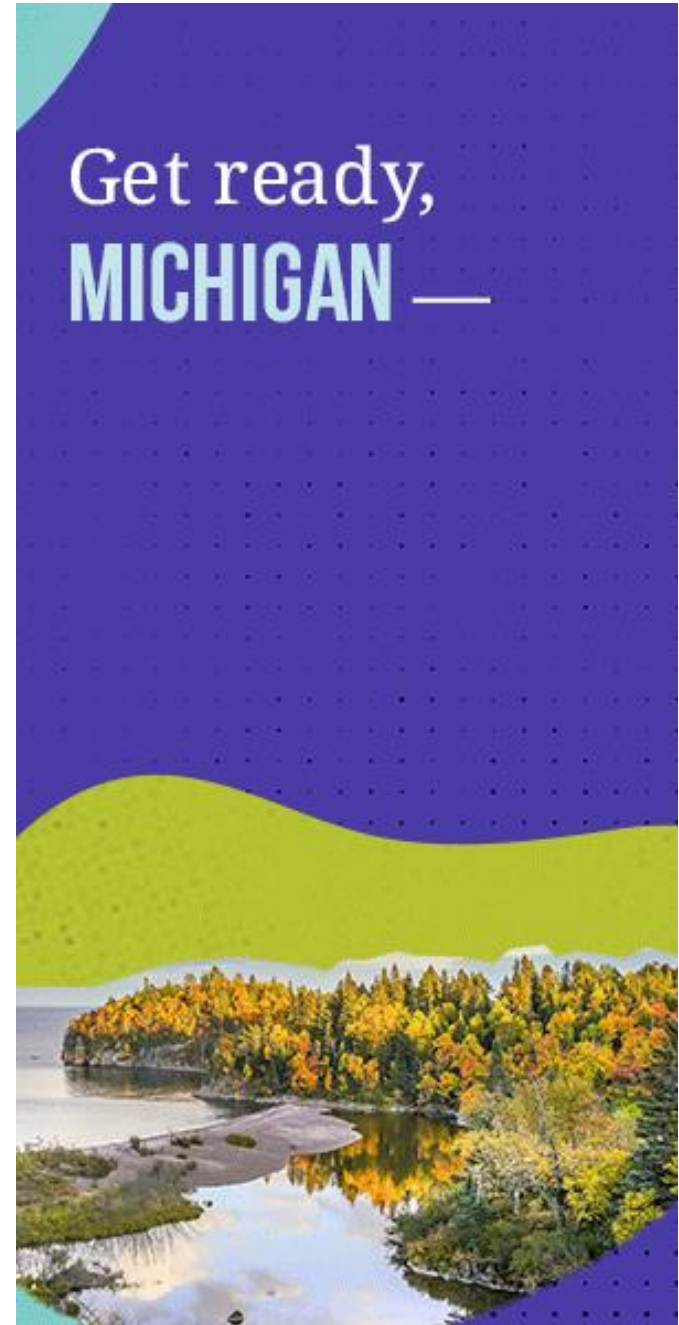
- 85,000+ accepted applicants
- 27,000+ enrolled
- 5,200+ credentials awarded



- 153,000+ applicants
- 32,000+ enrolled
- 4,400+ credentials awarded

**27,800+**  
**Michigan**  
**Achievement**  
**Scholarship**  
**students**


Get ready,  
**MICHIGAN** —





# And more on the way

- **Early Metrics:**
  - 305,000 website users
  - 87% of them visiting for the first time
- **Engagement Strategy**
  - Paid Search:
    - 240,000 Impressions
    - 39,300 Clicks to Website
  - Paid Social:
    - 14.2M Impressions
    - 2.1M Engagement (clicks, likes, shares, comments)
    - 187,000 Clicks to Website
  - TV:
    - Estimated Impressions: 6.7M
  - Event Support:
    - 11.4M Impressions
    - 17,700 Clicks to Website



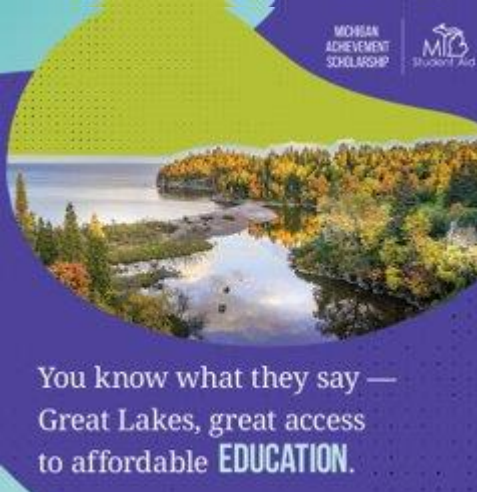
MICHIGAN ACHIEVEMENT SCHOLARSHIP  
MIA Student Aid

Start your engines,  
**MOTOR CITY** — you're on track to college savings.



MICHIGAN ACHIEVEMENT SCHOLARSHIP  
MIA Student Aid

With the Michigan Achievement Scholarship, your future's looking **GRAND!**



MICHIGAN ACHIEVEMENT SCHOLARSHIP  
MIA Student Aid

You know what they say — Great Lakes, great access to affordable **EDUCATION.**



MICHIGAN ACHIEVEMENT SCHOLARSHIP  
MIA Student Aid

Parents, take the **EDGE** out of paying for college with the Michigan Achievement Scholarship!

# FAFSA Completion

House District	# FAFSAs Submitted	# FAFSAs Completed	Achievement Eligible
5	502	443	396
6	293	279	206
7	167	153	124
11	458	418	344
15	711	656	532
19	502	477	149
22	518	497	133
23	250	244	97
29	534	495	361
30	269	245	125
34	401	381	264

House District	# FAFSAs Submitted	# FAFSAs Completed	Achievement Eligible
37	361	341	256
47	334	324	147
56	790	760	327
57	288	268	204
80	1,025	968	523
84	371	349	261
86	347	327	221
102	454	433	340
103	446	426	274
109	343	332	243

# Current FAFSA Completion Rates by State

[Download](#)

Michigan

[View State Profile](#)

## FAFSA Stats

Completion Rate	40.5%
Completed Apps	↓ 44991 <small>Year Ago: 54659</small>
Submitted Apps	↓ 48255 <small>Year Ago: 57967</small>
Gr 12 Enrollment	110995

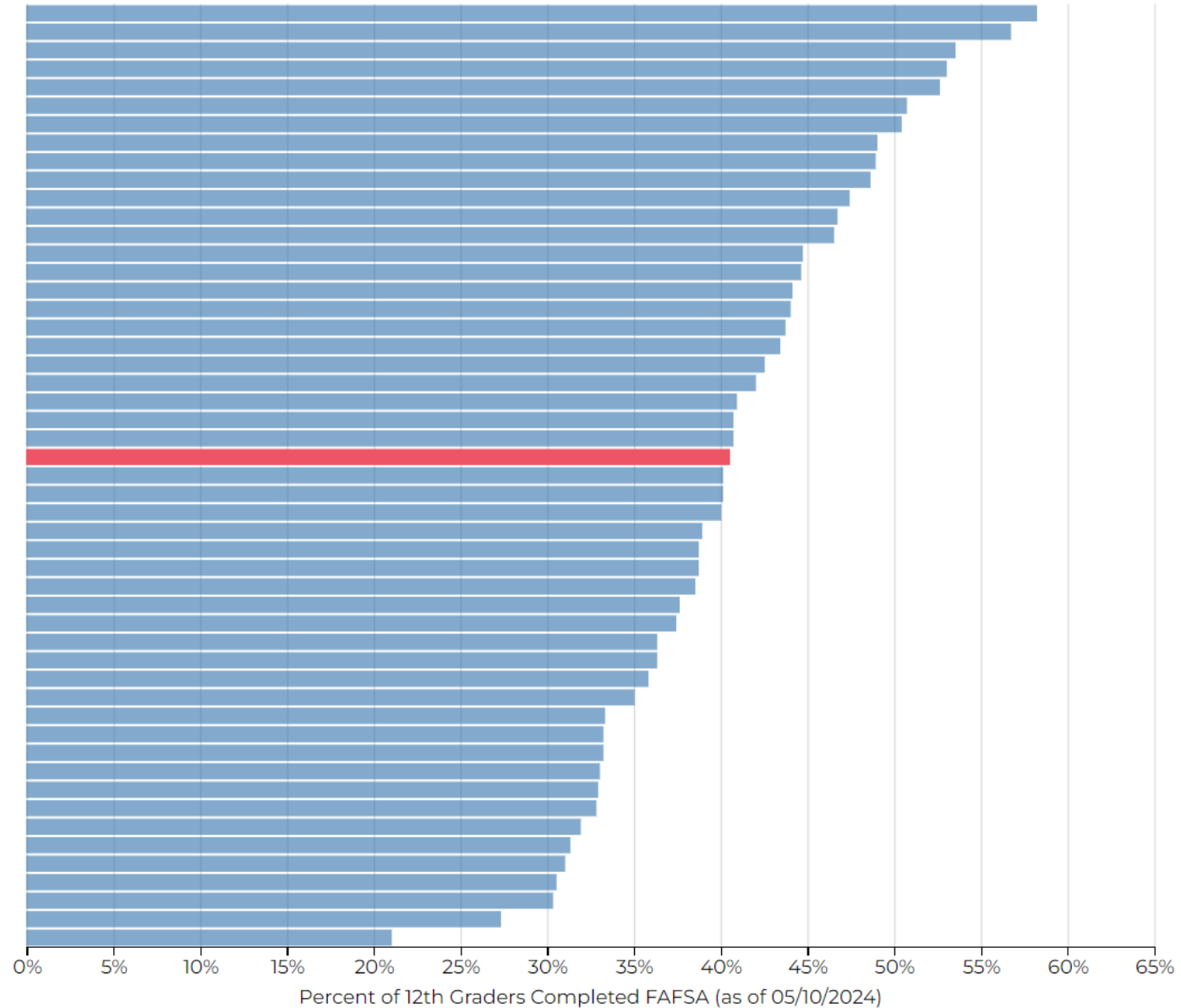
## 51 States

State - Highlight

Michigan

Sort by:

Completion Rate



# Reach for the Pie

IN LESS TIME THAN IT TAKES TO WAIT FOR PIZZA DELIVERY, MICHIGAN GRADS CAN ENTER TO WIN A YEAR OF FREE PIZZA!\*

TODAY 11:01 A.M.

JUST FILL OUT THE FAFSA



Then text FAFSA to 844-34-PIZZA by June 30.  
100 students will win!

Enter the Reach for the Pie Contest today!

SEEN TODAY 11:02 A.M.



REACH FOR THE PIE

[www.REACHFORTHEPIE.org](http://www.REACHFORTHEPIE.org)

\*Visit URL for complete rules

MICHIGAN  
ACHIEVEMENT  
SCHOLARSHIP



100 MICHIGAN GRADS WILL SCORE FREE PIZZA FOR A YEAR WITH REACH FOR THE PIE CONTEST!\*

COMPLETE THE FAFSA

(It's only 36 questions!)

Text FAFSA to  
844-34-PIZZA  
by June 30.

Enter for your slice of the pie

[www.REACHFORTHEPIE.org](http://www.REACHFORTHEPIE.org)

\*Visit URL for complete rules



REACH FOR THE PIE

MICHIGAN  
ACHIEVEMENT  
SCHOLARSHIP



100 MICHIGAN GRADS WILL WIN FREE PIZZA FOR A YEAR WITH REACH FOR THE PIE CONTEST!\*

3 STEPS TO ENTER

- 1 Create FSA IDs (both student and parent).
- 2 Completing the FAFSA together. (It's only 36 questions!)
- 3 Text FAFSA to 844-34-PIZZA by June 30.

[www.REACHFORTHEPIE.org](http://www.REACHFORTHEPIE.org)

\*Visit URL for complete rules



REACH FOR THE PIE

MICHIGAN  
ACHIEVEMENT  
SCHOLARSHIP



100 MICHIGAN GRADS WILL WIN FREE PIZZA FOR A YEAR!\*

Just fill out the FAFSA by June 30  
and text FAFSA to 844-34-PIZZA

\*FOR COMPLETE RULES, VISIT: [REACHFORTHEPIE.ORG](http://REACHFORTHEPIE.ORG) >



REACH FOR THE PIE

MICHIGAN  
ACHIEVEMENT  
SCHOLARSHIP



**Over 96,500  
student served  
across all state  
scholarship  
programs**



# Outcomes & Success

## Michigan.gov/MiStudentAid

### Michigan Achievement Scholarship Data Dashboard 2023-2024

(Last Updated: 02/22/2024)

Filter by House District

All

Filter by Senate District

All

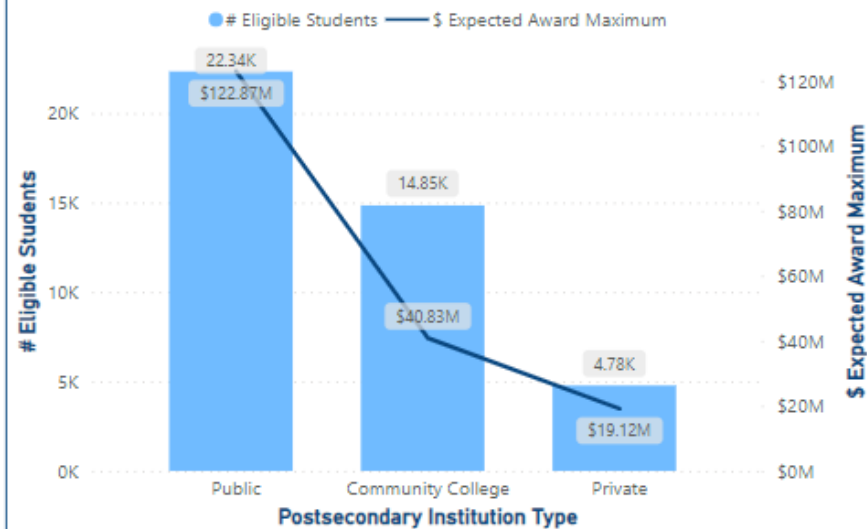
#### Achievement Eligible Students and Expected Awards

Institution Type	# Eligible Students	\$ Expected Award Maximum
Community College	14,849	\$40,834,750
Private	4,779	\$19,116,000
Public	22,340	\$122,870,000
<b>Total</b>	<b>41,968</b>	<b>\$182,820,750</b>

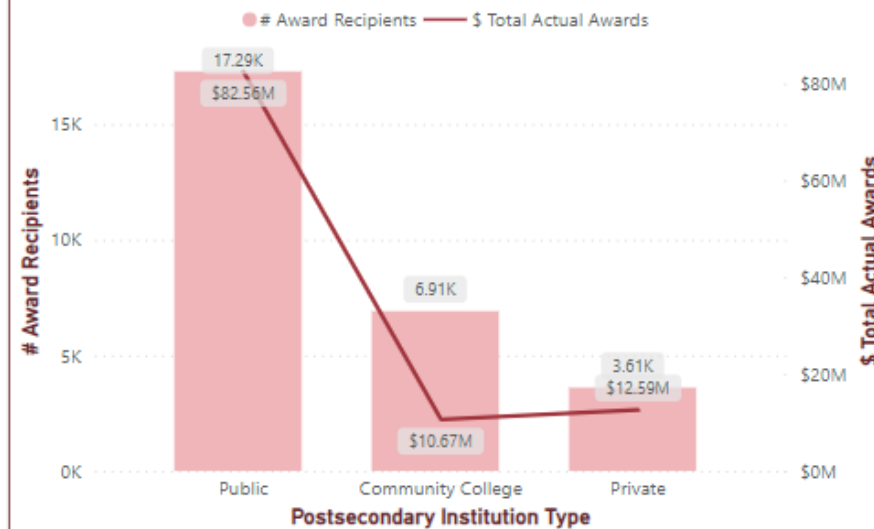
#### Actual Achievement Recipients and Total Awards To-Date

Institution Type	# Actual Award Recipients	\$ Actual Award Total
Community College	6,914	\$10,668,985
Private	3,606	\$12,592,231
Public	17,290	\$82,556,222
<b>Total</b>	<b>27,810</b>	<b>\$105,817,438</b>

#### 2023-2024 Eligible Achievement Students and Expected Award Maximum



#### Actual Achievement Recipients and Total Award Amount To-Date



- Achievement Scholarship
- Tuition Incentive Program
- FAFSA completion
- Reconnect Launching Soon!

# Action Plan



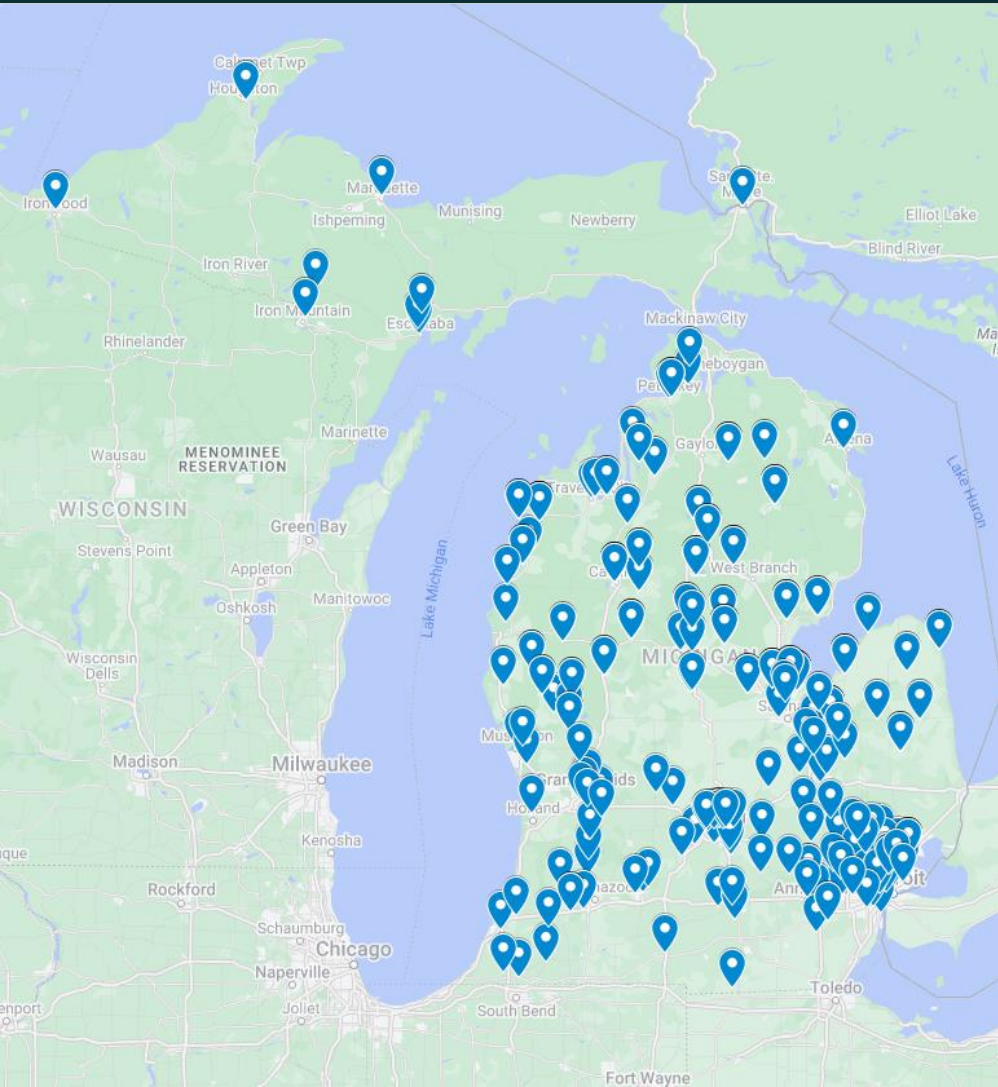
# 1

## Lower Costs

- 217% increase in student financial aid since 2019
- 4 new scholarships
  - Reconnect
  - Futures for Frontliners
  - Mi Future Educator Fellowship
  - Michigan Achievement Scholarship



# Lower Costs → Promote Access



- **Outreach**

- 9 person team (and growing)
- Over 350 in-person and virtual events in schools, communities and conferences
- 10 Reconnect navigators providing on demand support

- **Marketing**

- Thank you!
- Social media. Search. TV. Radio.

- **Partnerships** with high schools, colleges, statewide associations, state departments, and more

# 2

## Support Success

### Investments

- First ever investments in student basic needs and support for colleges to adopt best practices for success
- \$45M to support student success in FY 24 alone

### Policy

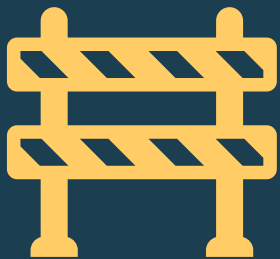
- First ever requirements to implement and/or incentives to adopt best practices
- Eliminated remedial education for Reconnectors
- Expanded credit for prior learning for Reconnectors
- Created Michigan Center for Adult College Success

# Support Student Success



- Launching a cross-sector Student Basic Needs Task Force to review national best practice and identify possible actions in Michigan (in collaboration with the Joyce Foundation)
- Participating in conversations about dual enrollment (in collaboration with MCCA)
- Co-designed grant programs with partners to maximize state investment

# Office of Higher Education



Administer state financial aid programs



Lead statewide marketing and outreach to promote college and state financial aid programs



Partner with state government, colleges, universities, employers, communities, and more to ensure education opportunities meet workforce demands



Provide some support for students' unmet basic needs



Provide grants to help schools adopt success strategies, alongside completion coach support



Track progress and report on outcomes

# What's next? The Michigan Guarantee



PreK to Postsecondary to Prosperity

# Community College Guarantee

## Big Goals

- All high school graduates have the opportunity earn a skill certificate or associate degree tuition-free and have a more affordable pathway to a four-year-degree.
- Achieve Sixty by 30 goal.

## Why?

- Cost (and perceived cost) is still a major barrier to pursuing a degree or certificate.
- Higher paying jobs require education after high school, and everyone deserves a path to prosperity.

## How?

- Update the Michigan Achievement Scholarship eligibility and award for students enrolling at community colleges.

# Ensuring Sustainability & Streamlining Programs

FY25 TANF/GF Funding Proposal						
	FY24 TANF	FY24 GF Amount	FY24 Appropriation Totals	FY25 TANF	FY25 GF Investment	FY25 Appropriation Totals
<b>MCS</b>	\$ 23,930,800	\$ 2,930,900	\$ 26,861,700	\$ (23,930,800)	<b>\$ 17,000,000</b>	\$ 19,930,900
<b>MTG</b>	\$ 30,095,600	\$ 11,925,900	\$ 42,021,500	\$ (30,095,600)	<b>\$ 23,000,000</b>	\$ 34,925,900
<b>TIP</b>	\$ 73,800,000		\$ 73,800,000	\$ (73,800,000)	<b>\$ 93,800,000</b>	\$ 93,800,000
<b>Total</b>	\$ 127,826,400	\$ 14,856,800	\$142,683,200	\$ (127,826,400)	<b>\$ 133,800,000</b>	\$ 148,656,800

# Thank you.

**Rob Mass**  
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**Michigan.gov/MiLEAP**