



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

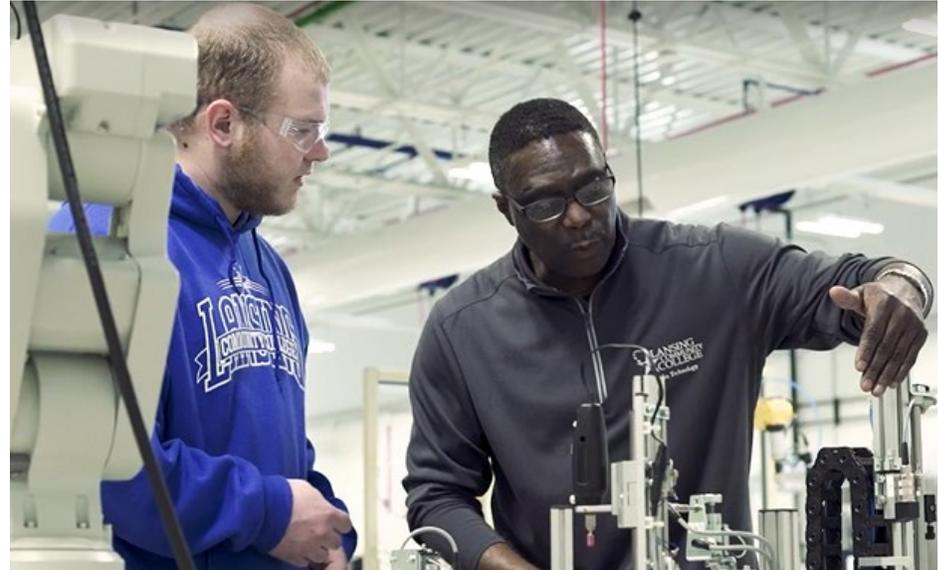
MiLEAP Office of Higher Education

Michelle Richard

March 14, 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.



Our Work

Office of Early Education

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

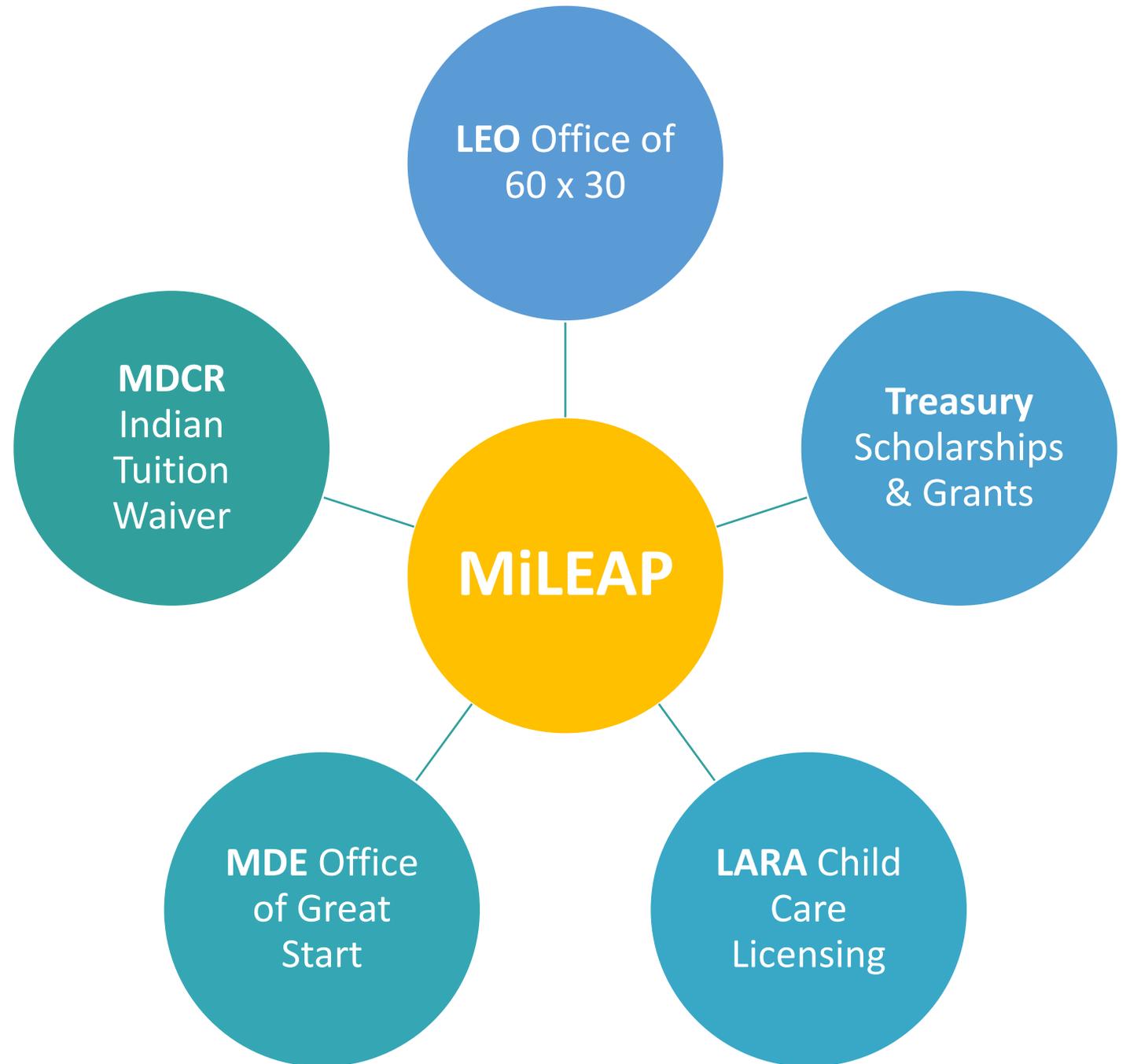
Office of Higher Education

- Sixty by 30
- MI Student Aid: Scholarship administration

Office of Education Partnerships

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

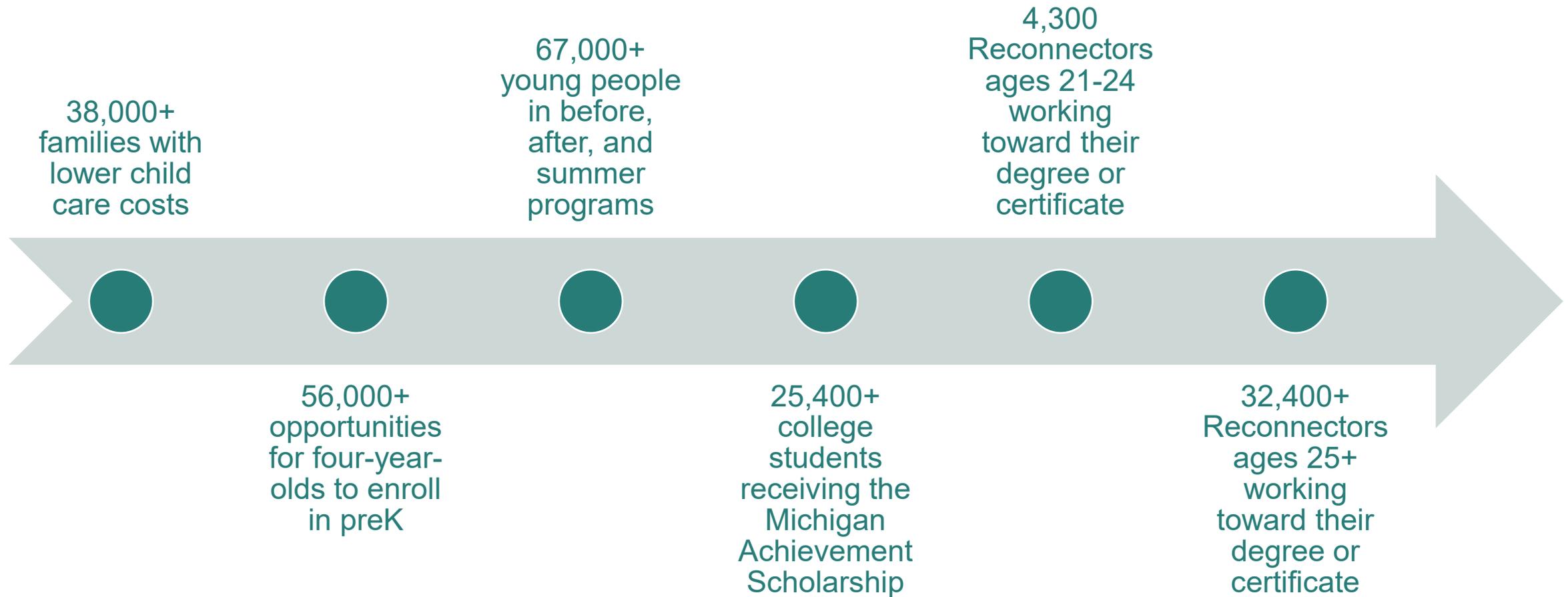
Five Departments Sent Teams to MiLEAP



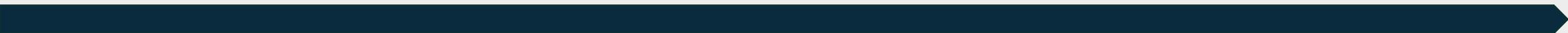
Department Program Overview

	Program/Line Item	Original Dept.
Office of Early Childhood Education		
	Michigan Office of Great Start	MDE
	Great Start Collaboratives and Parent Coalitions & Home Visitation	School Aid
	Preschool Development Grant	School Aid
	Tri-Share Child Care Program	LEO
	Child Care Licensing Bureau	LARA
Office of Higher Education		
	Sixty by 30 Initiative	LEO
	Michigan Reconnect	LEO
	Future for Frontliners	LEO
	College scholarships located within the Office of Postsecondary Financial Planning	Treasury
	Michigan Student Scholarship and Grants portal	Treasury
Office of Education Partnerships		
	Governor's Educator Advisory Council	MDE
	Michigan PreK-12 Literacy Commission	MDE
	Out of School Time & Summer Learning	School Aid

Progress from PreK to Postsecondary



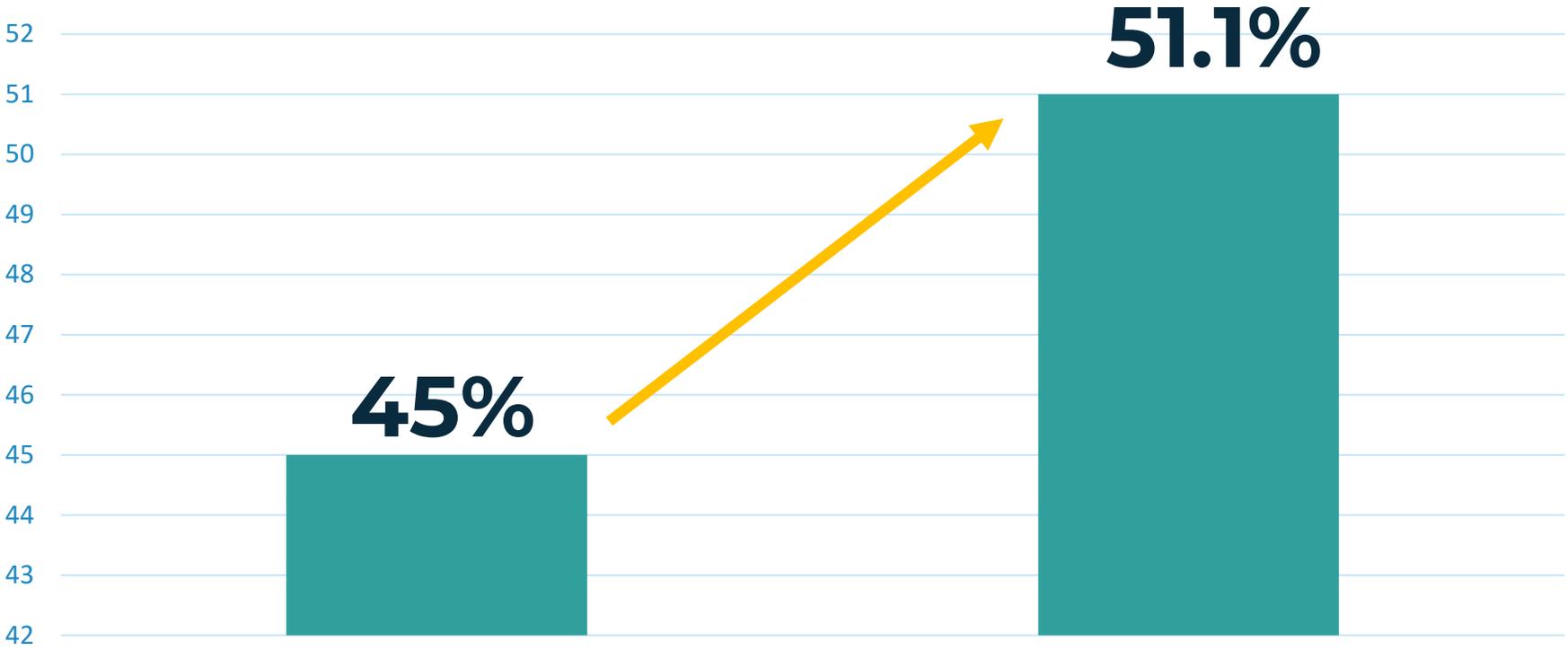
Higher Education: Progress & Outcomes





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



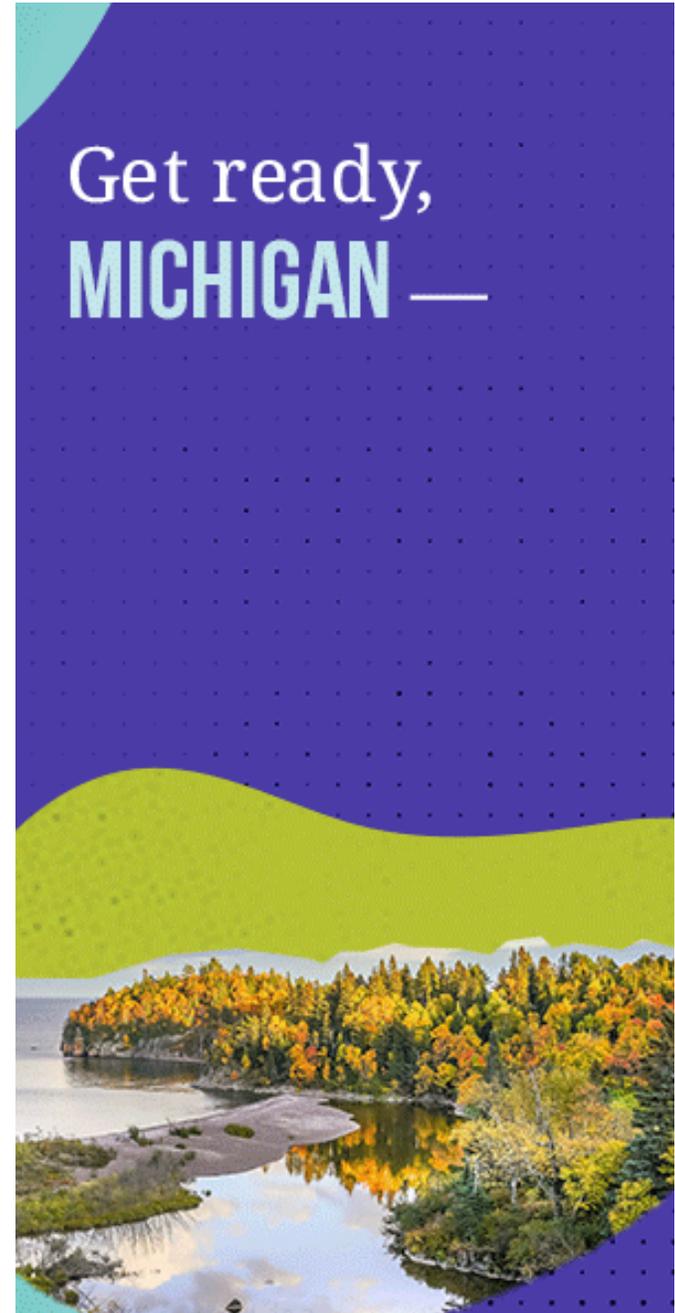
- 85,000+ accepted applicants
- 27,000+ enrolled
- 5,200+ credentials awarded



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

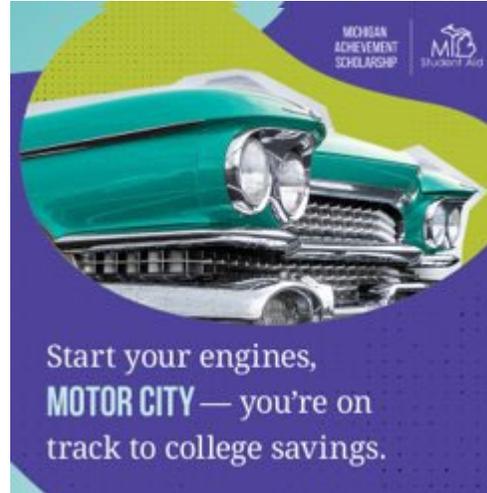
27,800+
Michigan
Achievement
Scholarship
students

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



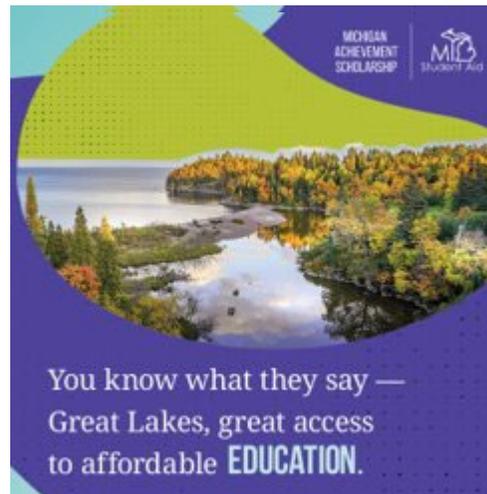
MICHIGAN ACHIEVEMENT SCHOLARSHIP | MIA Student Aid

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!

**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

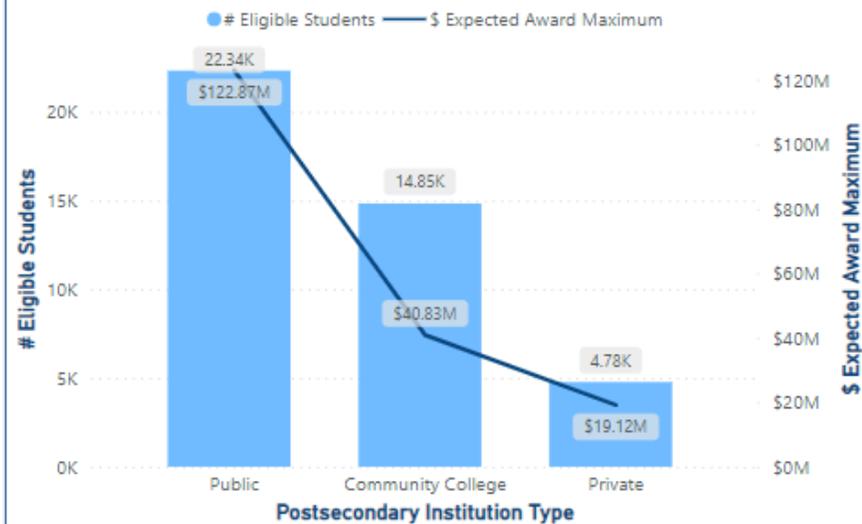
Achievement Eligible Students and Expected Awards

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
Total	41,968	\$182,820,750

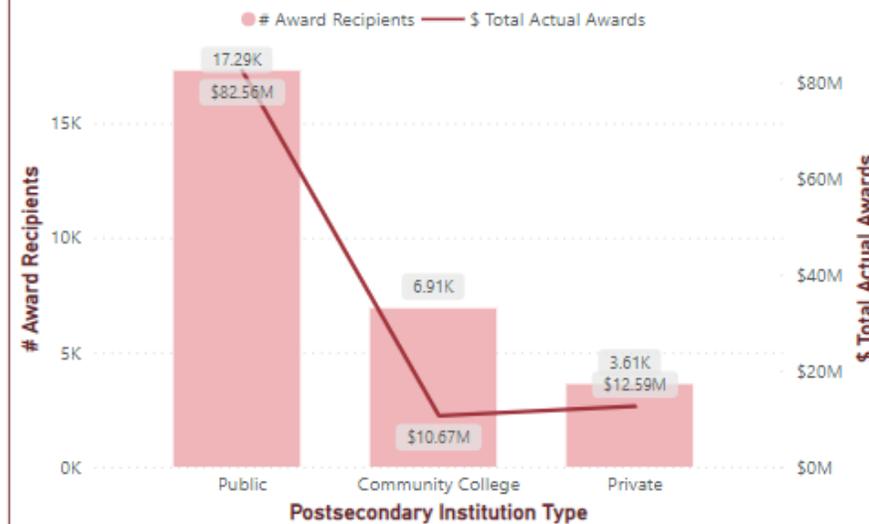
Actual Achievement Recipients and Total Awards To-Date

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
Total	27,810	\$105,817,438

2023-2024 Eligible Achievement Students and Expected Award Maximum

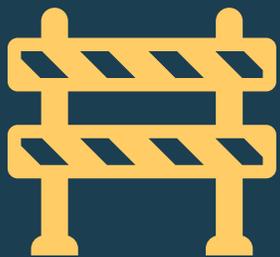


Actual Achievement Recipients and Total Award Amount To-Date



- Achievement Scholarship
- Tuition Incentive Program
- FAFSA completion
- Reconnect (coming soon)

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

Higher Education: Action Plan

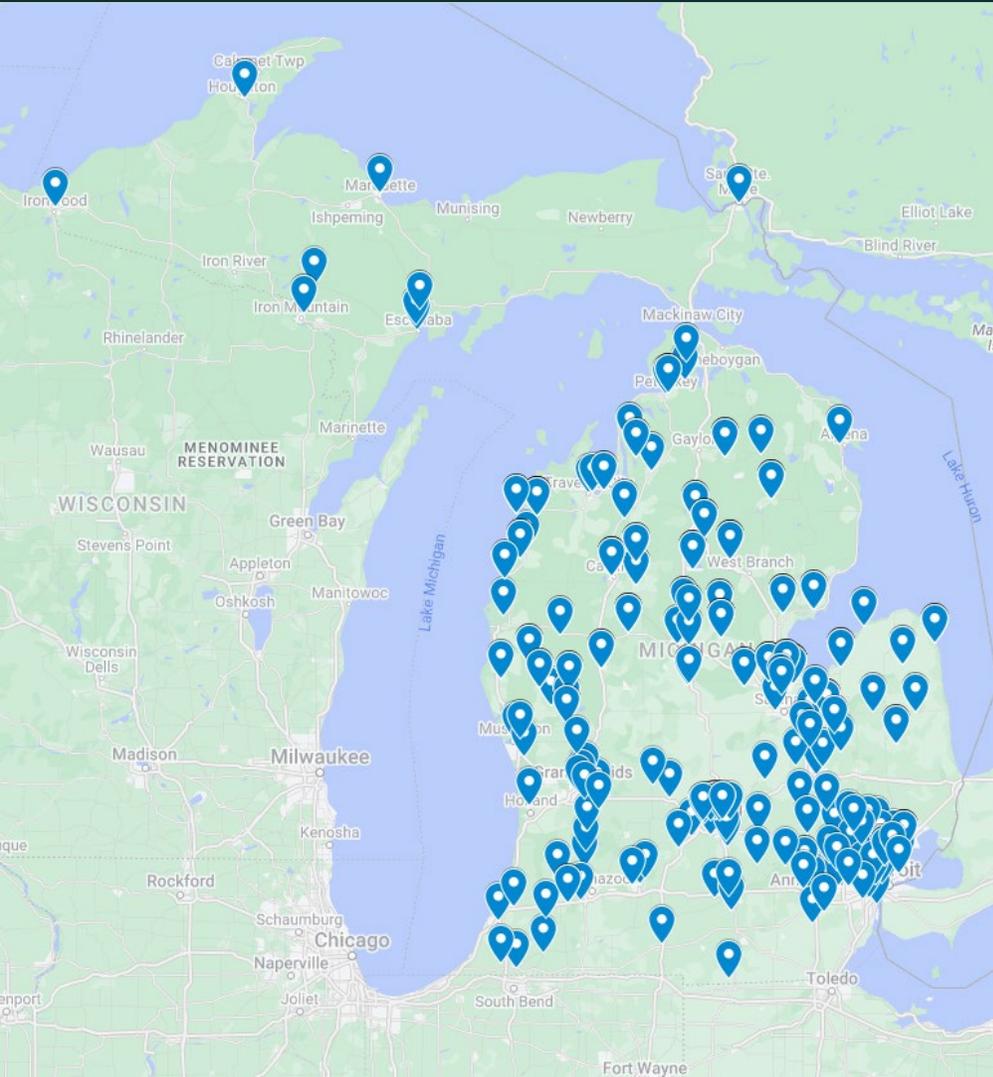


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Lower Costs

- 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)
- 241 events in schools and communities since September
- 95 virtual events
- 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

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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

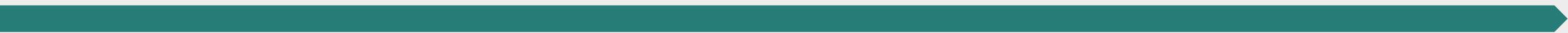
- First ever requirements to implement and/or incentives to adopt best practices
- Eliminated remedial education for Reconnectors
- Expanded credit for prior learning for Reconnectors
- Created Michigan Center for Adult College Success

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

What's next? The Michigan Guarantee



PreK to Postsecondary to Prosperity

Thank you.



Michigan.gov/MiLEAP