

Minnesota boasts one of the nation's most robust creative economies; however, people of color make up only 13% of the state's creative workforce, compared to a statewide population that is nearly 22% people of color (2019 Creative MN Report). Cultural organizations, including museums, theaters, production entities and corporations, face a shortage of workers of color. Research indicates that this disparity results from a lack of equitable access to creative workforce inspiration and opportunities to engage with creative experiences. With a projected job growth of 35% by 2030, what we do now will directly impact the make-up of the future of the industry.

Given that half of middle school students reported "picking the right career for me" as a source of stress, 87% of middle school students are contemplating their future talents, and career aspirations are shaped at a young age by what students have access to, InspireMSP's imprint moments and timing become crucial for future career and personal development of each student and the entire MN creative industry.

Words students use to **describe how they feel** on an InspireMSP experience:

"Confident, interested, inspired, impressed, educated, amazing, eye-opening, excited, intrigued, shocked, engaged, happy, curious, etc."

**STATS** based on a survey of our educational professionals and students:

- **98%** of our **STUDENTS** feel our experiences are **impactful**
- **100%** of educational professional partners believe **students on our experiences engage more** than on any other field trip
- **100%** of educational professional partners believe our program **builds their network**, builds long term **career confidence**, significantly impacts their **long-term career decisions**, and significantly impacts their long-term **belief of what students have access to** (as careers or patrons).
- **100%** of educational professional partners strongly believe we are **exposing students to places and careers they likely would not ever be exposed to**
- **100%** of educational professional partners believe what we are doing is **significantly impactful for students**
- **100%** of educational professional partners **would recommend InspireMSP** to other schools.