



February 1, 2023

Workforce Development Scholarship Program

MINNESOTA STATE

I. Executive Summary

The Minnesota State Legislature created the Workforce Development Scholarship program in 2017; Minnesota State piloted the program with \$1 million in funding during the 2018-19 academic year. The program was expanded to provide \$2 million in scholarships in FY2020 and \$6 million in scholarships in FY2021. Legislation was passed in the 2021 legislative session for an appropriation of \$4,500,000 in FYs 2022 and 2023.

The Workforce Development Scholarship program provides scholarships to students enrolled in high-demand educational programs leading to employment in six industries – advanced manufacturing, agriculture, health care services, information technology, early childhood education, and transportation. Colleges may also offer scholarships to students in one additional program area for occupations in high need in their region.

Some of the data on the program are as follows:

- In the 2021 – 2022 academic year, 1,955 students (1,918 college students and 37 university students) received a Workforce Development Scholarship for an award total of \$3,921,997.
- In Fall 2022, 1,149 college students received a first-year award for a total of \$1,440,039 and 283 college students received a second-year award (\$352,750). Twenty-nine university students received a scholarship (\$36,250) for a total of 1,461 scholarship students in fall 2022.
- In the 2021 – 2022 academic year, private match funds in the amount of \$513,475 were raised in support of the WDS program.
- In the 2021 – 2022 academic year, students receiving Workforce Development Scholarships were enrolled in the following program areas:
 - Healthcare Services – 48 percent
 - Advanced Manufacturing – 13 percent
 - Transportation – 12 percent
 - Information Technology – 11 percent
 - Early Childhood – 6 percent
 - Agriculture – 4 percent
 - Other technical/liberal arts percent – 6 percent

II. Background

The Minnesota Legislature created the Workforce Development Scholarship program (Chapter 89, Article 2, Section 17 [136F.38]) in 2017 and appropriated \$1 million in FY2019 to Minnesota State to encourage students to enroll in high-demand educational programs that prepare graduates for employment in four industries – advanced manufacturing, agriculture, health care services, and information technology. Legislation passed in the 2021 legislative session provided for an appropriation of \$4,500,000 in FYs 2202 and 2023 for the program.

In addition, the 2021 legislation stipulated that “each institution may add one additional area of study or certification, based on a workforce shortage for full-time employment requiring postsecondary education that is unique to the institution's specific region, as reported in the most recent Department of Employment and Economic Development job vacancy survey data for the economic development region in which the institution is located. A workforce shortage area is one in which the job vacancy rate for full-time employment in a specific occupation in a region is higher than the state average vacancy rate for that same occupation. The institution may change the area of study or certification based on new data once every two years.”

The 2021 legislation also changed student eligibility for a one-year scholarship at a Minnesota State university from completing an associate degree to completing two terms and transferring to a state university in an eligible program area and enrolling in nine or more credits.

III. Workforce Development Scholarship Program Overview

In the academic year 2021 – 2022, \$4,050,000 in scholarship funds were distributed to colleges and universities. \$450,000 was “held back” from the FY22 distribution as a match to private support. Scholarship funds are allocated in a “base amount” and additional scholarship funds were distributed based on size of full-year equivalent enrollment.

Each campus identifies a program coordinator, commonly a staff member from the institution’s foundation or financial aid office, to administer the scholarship award process. Colleges are encouraged to identify new students, recent high school graduates, or adults to grow enrollments and recruit individuals for the industries specified in the Workforce Development Scholarship legislation. Colleges are also encouraged to reach out to diverse student groups, including non-traditional students for certain career fields, e.g., females in advanced manufacturing or information technology or males in health care services.

The following Tables provide additional details on scholarship awards:

- **Table 1:** Number of scholarship recipients and the dollar value of those awards in academic year 2021 – 2022
- **Table 2:** Awards in Fall 2022 (Table 2a Colleges and Table 2b Universities).
- **Table 3:** Awards by industry sector in Fall 2022

In addition, in Fall 2022, 29 university students were awarded scholarships. These students were eligible for a third-year scholarship by meeting two criteria: 1) completion of an associate degree and 2) transfer to a university degree program that is related to their college program. Of the 29 students awarded third-year scholarships, 14 transferred into a healthcare program, seven into information technology, and two each into manufacturing and early childhood education, and four in another field.

Degree Completion

Based on preliminary fiscal year 2022 degree award data, there were 1,543 certificates, diplomas, associate, or bachelor's degrees awarded to Workforce Development Scholarship recipients. Earned credentials were distributed by program area as follows:

- healthcare services: 633 awards (41 percent)
- manufacturing: 284 awards (18 percent)
- transportation: 192 awards (12 percent)
- information technology: 163 awards (11 percent)
- agriculture: 57 awards (4 percent)
- early childhood education: 79 awards (5 percent)
- other fields: 135 awards (9 percent)

Award Process and Continuous Improvement

Campuses are delegated the authority to define an award process that best serves students at each institution. In most, but not all instances, campuses promote the availability of Workforce Development Scholarships and solicit applications from both incoming and returning students. Not surprisingly, student interest in these scholarships is high.

Workforce Development Scholarships are widely promoted throughout the year on Minnesota State college campuses, utilizing marketing materials from both the system office and campus materials and strategies. Many campuses utilize targeted marketing strategies in an effort to support programs with lower enrollments and local industries with workforce shortages. In addition, outreach leaders from the Centers of Excellence along with college partners assist campuses in promoting of the program during statewide outreach activities.

Enhancing Impact and Potential

As campuses assess, refine, and improve their award processes, there are growing efforts to award scholarships for students in high need, support student retention and enhance program enrollment in high-demand occupations.

A focus for the program is supporting students with high financial need. Some examples of best practices include:

- Continuing attention paid to application barriers, like deadlines and written requirements, to encourage scholarships for low-income students.
- Expanded coordination between foundation, financial aid staff and other campus leaders to better identify students with highest need.
- Strategic distribution of scholarships to assist with retention of at-risk students after first term enrollment and second year students.
- Renewed focus on local high schools that can serve as a direct pipeline to local workforce needs.
- Intentional holding back of scholarship funds in order to support spring start students, or students who enroll past traditional scholarship deadlines.

Other strategies that support growth in enrollment include:

- Further development of local partnerships to secure private matching funds and to recognize workforce demands in eligible sectors.
- Increased focus on programs with specific enrollment challenges.
- Qualifying additional eligible programs based on local workforce demands.
- Ongoing communication and presence with campus WDS program leaders and industry. Continued advocacy of a more balanced distribution across the six eligible industry sectors
- Growing use of data tools to identify eligible transfer students.
- Strategic marketing efforts in specific regions with unique challenges and/or underrepresented populations.

Workforce Development Scholarship Marketing Efforts for 2022

At the system-level, a two-month paid media campaign was carried out to promote the Workforce Development Scholarship program between February 1 and March 31, 2022, promoting scholarships for fall 2022 at the colleges and universities of Minnesota State. This campaign included digital advertising, radio advertising, a home page carousel ad on the MinnState.edu website, and video testimonials from previous recipients of the scholarship.

Radio commercials ran in the following six regional markets: Minneapolis/Saint Paul, St. Cloud, Bemidji, Moorhead, and Mankato. In addition, ads on KFAI, a community-based station that

reaches many non-English speaking communities in the Greater Twin Cities, ran radio spots as well as commercials in six languages: Amharic, Hmong, Somali, Spanish, Tigrinya and Oromo.

Digital advertising focused on Facebook and Instagram with the following two-month engagement totals:

- Reach: 370,316 (number of people who saw the ad)
- Impressions: 1,200,690 (total number of times the ad was shown)
- Clicks: 24,376 (total number of times the ad was clicked on)
- Click-through Rate: 2.03 percent (Industry average for education is 0.73 percent)

In summer 2022, Minnesota State conducted an email campaign to promote the Workforce Development Scholarships for students who graduated from a Minnesota State college in the previous academic year (723 students) after receiving the Workforce Development Scholarship at the college. The message congratulated the students on their graduation and gave them information about the possibility of another year of the \$2,500 scholarship for them to continue in their high demand field at the university level. The email provided contact information for the scholarship contact at each of the seven universities as well as a link to our MinnState.edu website where they could find eligibility information.

Private Match Requirement

The 2019 legislation required that 10 percent of the annual scholarship fund be held as a matching fund and distributed upon receipt of privately raised funds matched 1:1 with state funds. Each college is required to raise the equivalent of its 10 percent of allocated Workforce Development Scholarship funds by June 30 of each year.

For the fiscal year 2022 (July 1, 2021 – June 30, 2022), \$528,000 was held back from the scholarship fund (this is 10 percent of scholarship funds less administrative set-aside). In July 2021, nineteen colleges reported raising \$513,575 or 97 percent of the required amount. While this amount is short by \$14,425, colleges reported that the pandemic continued to sharply curtailed their ability to raise private funds.

Occupational Outcomes

Minnesota State surveys its graduates annually to collect data on employment and continuing education of graduates. Every student who completes an academic award in a FY is invited to participate in the Graduate Follow-Up Survey. This information is based on students who received a WDS in FY2020 or FY2021 who earned an academic award in FY2020 or FY2021 either after, or in the same term, they received the WDS.

Of the 934 students who received a workforce development scholarship prior to completing an academic award in FY2020 or FY2021, 839 (90 percent response rate) of these students returned the Graduate Follow-Up Survey.

In the Graduate Follow-Up Survey, graduates are asked to indicate if they have started, accepted or continued a paying job after graduation (including self-employment, Peace Corps, military service or religious mission). Among the 934 WDS recipients who earned an academic award in FY2020 or FY2021, 749 began employment within 12 months of graduation, including 274 who began within three months and 153 who began by their graduation date.

Of the 206 who began employment within 12 months of graduation, 418 provided their job title on the Graduate Follow-Up Survey. The reported occupational titles of these graduates are included in Table 5; a number in parenthesis indicates the number of individuals reporting the same title.

**Table 1: Workforce Development Scholarship recipients and dollars awarded,
by institution, FY2021**

Short Formal Name	Recipients	Total Dollars Awarded
Alexandria Technical and Community College	100	\$164,500
Anoka Technical College	45	\$75,000
Anoka-Ramsey Community College	94	\$171,250
Central Lakes College	75	\$148,750
Century College	109	\$208,750
Dakota County Technical College	35	\$82,500
Fond du Lac Tribal and Community College	55	\$113,750
Hennepin Technical College	151	\$273,750
Hibbing Community College	18	\$40,000
Inver Hills Community College	51	\$101,250
Itasca Community College	12	\$26,250
Lake Superior College	66	\$152,500
Mesabi Range College	17	\$32,500
Minneapolis Community and Technical College	73	\$147,500
Minnesota State College Southeast	49	\$97,500
Minnesota State Community and Technical College	93	\$206,250
Minnesota West Community and Technical College	47	\$102,500
Normandale Community College	69	\$137,500
North Hennepin Community College	70	\$142,500
Northland Community and Technical College	76	\$171,250
Northwest Technical College - Bemidji	57	\$122,500
Pine Technical and Community College	45	\$105,000
Rainy River Community College	0	\$0
Ridgewater College	79	\$155,000
Riverland Community College	75	\$149,997
Rochester Community and Technical College	82	\$186,250
Saint Paul College	75	\$156,250
South Central College	96	\$178,750
St. Cloud Technical and Community College	85	\$158,750
Vermilion Community College	19	\$35,000
TOTAL: COLLEGES	1,918	\$3,843,247
Bemidji State University	3	\$7,500
Metropolitan State University	17	\$40,000
Minnesota State University Moorhead	3	\$6,250
Minnesota State University, Mankato	10	\$17,500
Southwest Minnesota State University	2	\$3,750
St. Cloud State University	0	\$0
Winona State University	2	\$3,750
TOTAL: UNIVERSITIES	37	\$78,750
TOTAL: COLLEGES AND UNIVERSITIES	1,955	\$3,921,997

Table 2a: Fall 2022 Workforce Development Scholarships, number and dollar value awarded, at colleges

Workforce Development Scholarship Program
Count of Enrolled Students Receiving Award and Total Award Amount by Institution
Fall 2022 (as of 1/9/2023)
Minnesota State Colleges

Short Formal Name	Received Workforce Development Scholarship 1st Year Award (10289)		Received Workforce Development Scholarship 2nd Year Award (10290)		Received Any Workforce Development Scholarship	
	Students Receiving Award	Total Dollars Awarded	Students Receiving Award	Total Dollars Awarded	Students Receiving Award	Total Dollars Awarded
Alexandria Technical and Community College	47	\$58,750	4	\$5,000	51	\$63,750
Anoka Technical College	28	\$35,000	10	\$12,500	38	\$47,500
Anoka-Ramsey Community College	72	\$90,000	19	\$23,750	91	\$113,750
Central Lakes College	43	\$53,750	0	\$0	43	\$53,750
Century College	50	\$62,500	24	\$29,000	74	\$91,500
Dakota County Technical College	59	\$75,000	5	\$6,250	64	\$81,250
Fond du Lac Tribal and Community College	26	\$32,500	7	\$8,750	33	\$41,250
Hennepin Technical College	52	\$65,000	0	\$0	52	\$65,000
Inver Hills Community College	53	\$66,289	0	\$0	53	\$66,289
Lake Superior College	50	\$62,500	0	\$0	50	\$62,500
Minneapolis Community and Technical College	62	\$77,500	19	\$23,750	81	\$101,250
Minnesota North College	43	\$56,250	5	\$6,250	48	\$62,500
Minnesota State College Southeast	8	\$10,000	24	\$30,000	32	\$40,000
Minnesota State Community and Technical College	63	\$78,750	24	\$30,000	87	\$108,750
Minnesota West Community and Technical College	71	\$88,750	0	\$0	71	\$88,750
Normandale Community College	61	\$76,250	18	\$22,500	79	\$98,750
North Hennepin Community College	56	\$70,000	12	\$15,000	68	\$85,000
Northland Community and Technical College	65	\$81,250	0	\$0	65	\$81,250
Northwest Technical College - Bemidji	22	\$27,500	6	\$7,500	28	\$35,000
Pine Technical and Community College	39	\$48,750	3	\$3,750	42	\$52,500
Ridgewater College	42	\$52,500	9	\$11,250	51	\$63,750
Riverland Community College	31	\$38,750	22	\$27,500	53	\$66,250
Rochester Community and Technical College	54	\$67,500	6	\$7,500	60	\$75,000
Saint Paul College	7	\$8,750	14	\$17,500	21	\$26,250
South Central College	4	\$5,000	29	\$36,250	33	\$41,250
St. Cloud Technical and Community College	41	\$51,250	23	\$28,750	64	\$80,000
Total	1,149	\$1,440,039	283	\$352,750	1,432	\$1,792,789

Note: Workforce Development Scholarships include financial aid awards in Award ID 10289 (1st year, College) and Award ID 10290 (2nd year, college) from the ISRS.AWARDS table for the specified term. Awards that were estimated or cancelled were excluded. Only students who had attempted local credits greater than 0 during the specified term are included.

Table 2b: Fall 2022 Workforce Development Scholarships, number and dollar value awarded, at universities

Short Formal Name	Received Workforce Development Scholarship 3rd Year Award University (10295)	
	Count of Students Receiving Award	Total Dollars Awarded
Bemidji State University	6	\$7,500
Metropolitan State University	6	\$7,500
Minnesota State University Moorhead	1	\$1,250
Minnesota State University, Mankato	9	\$11,250
Southwest Minnesota State University	0	\$0
St. Cloud State University	7	\$8,750
Winona State University	0	\$0
Total	29	\$36,250

Table 3: Fall 2022 Workforce Development Scholarship recipients, by institution and industry

Workforce Development Scholarship Program
 Count of Enrolled Students Receiving Award by Industry by Institution
 Fall 2022 (as of 1/9/2023)
 Minnesota State Colleges and Universities

Short Formal Name	Advanced Manufacturing	Agriculture	Construction	Healthcare Services	Information Technology	Law Enforcement	Early Childhood	Transportation	Liberal Arts	Other Technical	TOTAL
Alexandria Technical and Community College	14			7	3	6	11	6		4	51
Anoka Technical College	7			24	1			6			38
Anoka-Ramsey Community College				49	18				24		91
Central Lakes College	3			13	1	2	1	22	1		43
Century College	7			48	8		3	7	1		74
Dakota County Technical College		10	9	19	5		2	19			64
Fond du Lac Tribal and Community College				19			11		3		33
Hennepin Technical College	15	2		12	7		4	4	1	7	52
Inver Hills Community College	7	1		37	8						53
Lake Superior College	2			36	4			7	1		50
Minneapolis Community and Technical College	14			23	19		13	12			81
Minnesota North College	7	12		20	2		2	4	1		48
Minnesota State College Southeast	9		2	13	8						32
Minnesota State Community and Technical College	39	2		32	1		1	7	4	1	87
Minnesota West Community and Technical College	7	4	3	39	1		1	16			71
Normandale Community College				56	2		15		6		79
North Hennepin Community College				40	28						68
Northland Community and Technical College	4	2		38	1		6	14			65
Northwest Technical College - Bemidji				23			2	3			28
Pine Technical and Community College	11			19	4		4	3	1		42
Ridgewater College	12	16		17			1	5			51
Riverland Community College	4			25	10			12	2		53
Rochester Community and Technical College	1	5		40	8		5	1			60
Saint Paul College	4			2	4		6	4		1	21
South Central College	6	6	1	11	2		2	4	1		33
St. Cloud Technical and Community College	9			30	5		1	19			64
Bemidji State University	2			3					1		6
Metropolitan State University				3	1				2		6
Minnesota State University Moorhead				1							1
Minnesota State University, Mankato				7	2						9
Southwest Minnesota State University											0
St. Cloud State University					4		2		1		7
Winona State University											0
TOTAL	184	60	15	706	157	8	93	175	50	13	1,461
% of Awards by Program Group and Year	13%	4%	1%	48%	11%	1%	6%	12%	3%	1%	100%

Note: Workforce Development Scholarships include financial aid awards in Award ID 10289 (1st year, College) and Award ID 10290 (2nd year, college) and Award ID 10295 (3rd year, University) from the ISRS.AWARDS table for the specified term. Awards that were estimated or cancelled were excluded. Only students who had attempted local credits greater than 0 during the specified term are included. If a student was enrolled in more than one WDS-eligible major, students were included in only a single industry group.

Notes:

- (1) While most scholarship recipients declared a program of study in one of the six target industries, some students enrolled as pre-majors, often in a health care-related field, e.g., pre-nursing or pre-dental. These awards are classified as liberal arts.
- (2) Fall 2022 data are preliminary.

Table 4: Fiscal Year 2022: Degrees Awarded, by Industry

**Workforce Development Scholarship Recipients: Degrees Awarded by Industry
Degrees Awarded in Fiscal Year 2022
Minnesota State Colleges and Universities**

Industry	Bachelor's Degree	Associate Degree	Certificate	Diploma	Total	% Total by Industry
Advanced Manufacturing	1	78	75	130	284	18%
Agriculture	0	36	10	11	57	4%
Construction	0	5	0	1	6	0%
Early Childhood Education	0	37	32	10	79	5%
Health Care Services	13	391	54	175	633	41%
Information Technology	2	93	60	8	163	11%
Law Enforcement	0	1	0	0	1	0%
Liberal Arts	0	95	5	1	101	7%
Other Technical	0	8	15	4	27	2%
Transportation	0	43	56	93	192	12%
Total	16	787	307	433	1,543	100%

Note: This is a count of academic degrees earned in FY 2022 by students who received a WDS in one or more terms in FY 2019 (with Fall 2018 being first term the award was available) through FY 2022. FY 2022 award data are preliminary. FY 2021 was the first fiscal year third-year WDS were available at the Universities and we expect the number of degrees awarded by the Universities to those who received a WDS to increase over time.

Table 5: Job Titles Reported on Graduate Follow-Up Survey

**Occupations of WDS Recipients Employed within 12 Months of Completing Academic Award
Fiscal Year 2020 and 2021 Graduates
Minnesota State Colleges & Universities**

Job Titles Reported on Graduate Follow-Up Survey*
A&P Mechanic
Aesthetic Nurse
Agronomist
Apprentice (5)
Assembler
Assistant Designer
Assistant Manager
Assistant Teacher (2)
Associate Educator
Associate Salesforce Developer
Auto Body Repair Technician (5)
Automotive Technician (7)
Behavioral Health Nurse
Boutique Stylist
Building Attendant III
Building Information Modeling
CAD/BIM Technician
Certified Massage Therapist
Certified Medical Assistant (5)
Certified Nursing Assistant/CNA (9)
Certified Surgical Technologist (2)
Check Out Cashier
Childcare Provider
Childcare Provider/Preschool Teacher
Civil & Land Surveyor Technician
Cleaner
Clinical Coordinator
Clinical Nurse Specialist
CNC Machinist
Coding Specialist (2)
Communication Manager
Company Driver
Computer Language Coder
Construction Laborer

Crew trainer
Crusher Operator
C-store clerk
CT technologist
Custom Applicator
Customer Support Representative (3)
Dental Assistant (9)
Dental Hygienist (7)
Diesel Mechanic/Service Technician (6)
Director of a Day Care
Director of nursing
Drafting
Draftsman
Driver
Drug and Alcohol Counselor
Early Childhood Teacher
Electrical Assembler
Electrical controls engineer
Electrical Lineworker (13)
Electronics Technician
Emergency Room RN
Equipment Operator
Escrow Officer
Expeditor
Fabricator
Factory Work
family medicine
Farm Hand/ Youngstock (3)
Farm Manager
Farm Tractor Operator
Farmer
Fence Erector
Field Service Technician (2)
Fire Pole Inspector
Foreman/ equipment operator
Head Mechanic/Farm manager/Truck Driver
Head Start Teacher and Home Visitor
Health Information Technician
Heating, Ventilation, and Air Conditioning (HVAC) Mechanic/Technician (3)
Heavy Equipment Operator
Help Desk Technician

Home Health Aide
Hooks/Density Coordinator
Hospice Registered Nurse
Industrial Robotics Mechanic
Intern
Interventional Radiography Technician
Interventional Radiology Tech
IT (4)
IT Specialist (2)
IT Support
Java/Angular Software Developer
Jr Network Administrator
Junior Software Developer Intern
Lab Tech, IS Support
Lead teacher
Licensed Alcohol and Drug Counselor (2)
Licensed Physical Therapist Assistant (3)
Licensed Practical Nurse/LPN (45)
Light duty technician
Live Organ Transplant RN
Load Builder
Machining Supervisor
Machinist (10)
Machinist Intern
Maintenance Technician (4)
Manager
Manufacturing Technician
Massage Therapist (3)
Material Handler
Mechanic (6)
Mechanical Detailer
Medical Coding and Billing
Medical laboratory technician (6)
Medical Reception
MRI Technologist
Network Helpdesk Tech
Nurse (4)
Nursing Station Technician
Oncology Registered Nurse
Operating Room Nurse
Operator (3)

Over-the-Road Driver
Owner
Painter
Paramedic (4)
Paraprofessional
Patient Access Rep
Patient Services Representative
Payload Operator
PCR RN
Pediatric Registered Nurse (2)
Peer Tutor
Personal Care Assistant
Personal Trainer
Phlebotomist (2)
Pig barn caretaker
Plumber (2)
Preschool teacher
Process Engineering Specialist
Professional Nanny and House Manager
Psychiatric Associate
Psychiatric Nurse
PTX Welder
Public Health Nurse
Quality Engineering
Radiographer Technologist
Radiologic Technician (8)
Recruiter
Registered Nurse (46)
Rehab Aide
Residential HVAC Service
RN case manager
RN Clinical Liaison
Robotic Systems Engineer
Sales and Fundraising
Sales Associate (2)
Scheduling Specialist
Seed Lead
Self-employed
Semi-Truck Driver (2)
Service Runner
Service Technician (2)

Staff Nurse
Store Specialist & Mobile Expert
Summer Help
Support Operations Specialist
Surgical Registered Nurse
Survey Technician
Systems Multi-skill technician
Teacher (3)
Technician (5)
Temporary library aide
Tinner
Tool and Die Tech
Tradesman
Transport Associate
Truck Driver (8)
Waitress
Web Programming Intern
Welder (13)
Welder Fabricator (3)
Welder Fitter
Welder Helper
Welding Assistant
Wire processing machine operator
Wire Welder
X-ray Technologist
Welder Helper
Welding
Welding Assistant
Welding Machine Operator

*Not all graduates who complete the Graduate Follow-Up Survey answered the question related to job title. The data in the table above are based on 418 graduates who provided a response to this question out of the 749 total who indicated they were employed within 12 months of graduating.

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