Minnesota West Community and Technical College

HETS Best Practices Showcase
Celebrating Technology Innovation for Hispanic Success in Higher Education

PSEO and Early Opportunities for Hispanic Students

Amber Luinenburg, Coordinator of Communication, Marketing and Advertising
Katie Heronimus, Luverne Center Director and Student Advisor
Outline

College Location
What is PSEO?
Enrollment Data
Best Practices
Minnesota West has five campuses and four centers.

One of our campus communities in Minnesota is mostly populated by newly arrived immigrant Hispanic residents representing over 35% of the population.

In studying our demographics, we have determined that the PSEO program is a favorable approach to reaching the Hispanic constituents.
What is PSEO?

PSEO (Post-Secondary Enrollment Options)

• Qualified Minnesota high school tenth, eleventh, or twelfth grade student to enroll in college courses as part of the student’s full-time high school enrollment and receive both college credit and credit toward high school graduation requirements.

• No charge is made to students for the costs of tuition, fees, or required textbooks.

• Our outreach goals include expanding on the Hispanic population of students, and PSEO opportunities to encourage higher education advances.
In FY13 – Of these students, 38% have parents with no high school diploma.
Our traditional Hispanic student enrollment from FY11 to FY13 has increased by 12%.
K-12 student population is 52% Hispanic from our largest campus community. Most of these students are potential first-generation college/and or high school students.
Minnesota West is part of the MnSCU system including 31 Colleges & Universities

- PSEO enrollment has increased by 37% from 2006-2012
- 95% increase in Hispanic population
- Minnesota West represents 16% of the total number of Hispanic population
Based on a four year baccalaureate degree, a PSEO student could save up to $120K on college tuition.
Best Practices

Partnerships
• Nobles County Integration Collaborative
• Local High School
  • Offering Auto Body coursework for students that directly targets the Hispanic population.
• Century College – TRIN Program

Recruitment Opportunities
• Bi-lingual informational sessions about college & financial information for Hispanic families
• Introduce middle school students to college through Kids College programming during summer
• Recruit at bilingual workplace settings directly to parents
• Word of mouth within Hispanic community
• Bi-lingual advertising

Minneapolis West
COMMUNITY & TECHNICAL COLLEGE
Canby • Granite Falls • Jackson • Pipestone • Worthington
Centers in: Fairmont, Luverne, Marshall, Redwood Falls
Various cultural learning and programming with all ages.
Ribbon cutting for Minnesota West’s new Center for Career Education took place on November 21.
Minnesota West partners with Century College to offer Language Translating and Interpreting degree.
We needed to understand the importance of the Hispanic cultural values and expectations and how that affects education choices.
Kids College

Exposes students between 5th & 8th grades to college life and courses.