



MONTANA  
POST  
SECONDARY  
EDUCATIONAL  
OPPORTUNITIES  
COUNCIL



The Montana Post Secondary Educational Opportunities Council (MPSEOC) is a non-profit organization representing the 25 institutions of higher education across the state of Montana. The mission of the organization is the promotion of higher education to students, parents and guidance counselors, with the awareness of the post secondary opportunities available throughout the state of Montana.

- | [www.MontanaColleges.com](http://www.MontanaColleges.com) | .org | .net
- | [www.MPSEOC.org](http://www.MPSEOC.org)
- | [www.MontanaCollegeFairs.com](http://www.MontanaCollegeFairs.com)
- | [www.MontanaTribalColleges.org](http://www.MontanaTribalColleges.org)
- | [www.SupportMontanaStudents.org](http://www.SupportMontanaStudents.org)

MPSEOC  
PO BOX 7548  
MISSOULA | MONTANA  
59807  
406 . 531 . 3531  
MONTANACOLLEGES.COM | .ORG  
MPSEOC.ORG



# MPSEOC

HELPING KEEP MONTANA EDUCATION CONNECTED

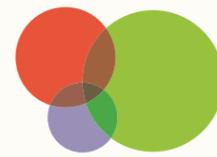
# MPSEOC | 2017 IN REVIEW

Happy start to 2018! It is with great joy and excitement to say that 2017 was a record year in so many ways for MPSEOC! However, none of this success would be possible without you. We are grateful for our entire membership and your team efforts and collaboration to help Montana education together. We also are so thankful to our partners in education, business, and philanthropy. Together we are able to provide a higher quality of service to more students, counselors, parents, Montana families, and beyond.

MPSEOC is only as strong as its members and partners, and we are so proud to have you part of this Montana team! We are excited to start a new year with you! Please take a few minutes to review the information included in this report. Please let us know if you have any questions and/or new ideas you would like MPSEOC to address or focus on in 2018.

## VISIT US ON THE WEB!

- | RESOURCES FOR STUDENTS, COUNSELORS, PARENTS & BEYOND:  
[www.montanacolleges.com/.org/.net](http://www.montanacolleges.com/.org/.net)
- | RESOURCES FOR OUR MEMBERSHIP: [www.mpseoc.org](http://www.mpseoc.org)
- | RESOURCES FOR THE TRIBAL COLLEGE FAIRS & TEAM:  
[www.montanatribalcolleges.org](http://www.montanatribalcolleges.org)
- | RESOURCES FOR FALL COLLEGE FAIRS:  
[www.montanacollegefairs.com](http://www.montanacollegefairs.com) | [supportmontanastudents.org](http://supportmontanastudents.org)



## SHARE YOUR FEEDBACK / IDEAS WITH US!

Your ideas, comments, feedback are invaluable to the success of MPSEOC. As our membership, the Board and Director appreciate your ideas more than you know. Thank you for sharing and helping us make MPSEOC be the best it can be.

- | SHARE ONLINE | [www.mpseoc.org](http://www.mpseoc.org)
- | EMAIL | [Amy.Leary@MontanaColleges.com](mailto:Amy.Leary@MontanaColleges.com)
- | CALL | 406 . 531 . 3531

## MARK YOUR CALENDAR! 2018

Here are a few highlights for the year ahead. Also, there is a tentative schedule of events on the last page of this report. Happy 2018!



- APRIL 2018
  - | new board nominations & MEMBERSHIP AWARDS
- APRIL 17, 2018
  - | mpseoc board of directors meeting
- August 6-7, 2018
  - | summer conference in GREAT FALLS, Montana
- 2018 timeline of events
  - | LISTING INCLUDED IN THIS REPORT.

\* please feel free to share any additional events with us as well, and we will add it to the timeline. Thank you!



### WHO IS MPSEOC?

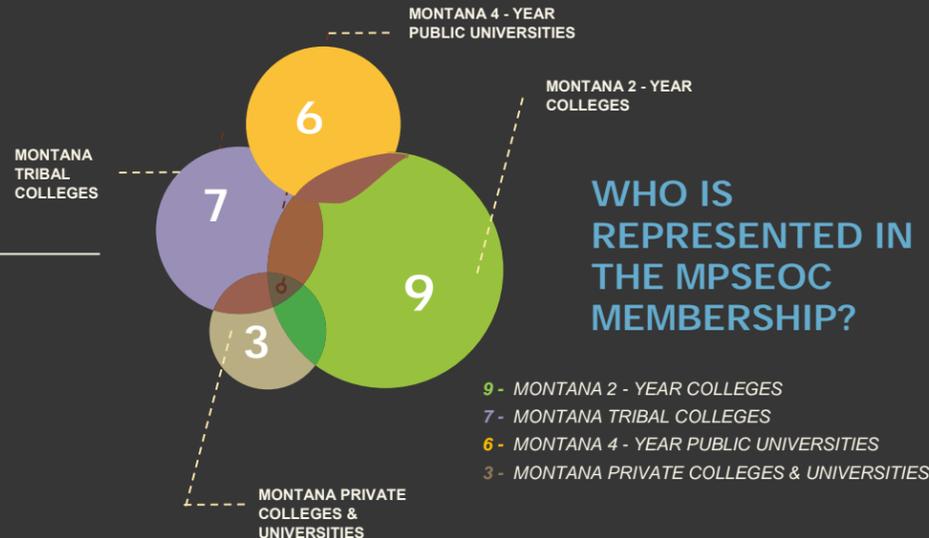
The Montana Post Secondary Educational Opportunities Council (MPSEOC) is a non-profit organization representing the 25 institutions of higher education across the state of Montana.

### OUR MISSION

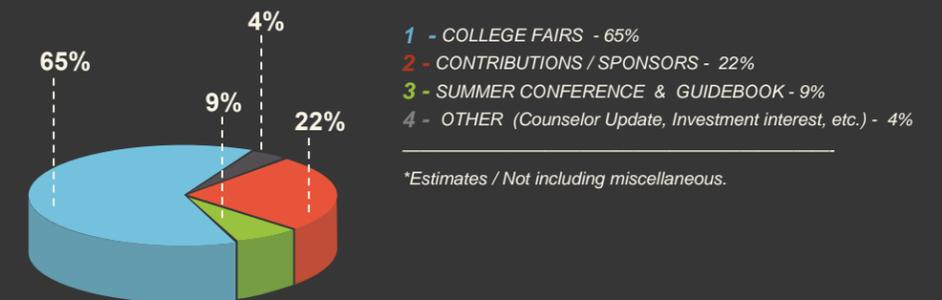
The mission of the organization is the promotion of higher education to students, parents and guidance counselors, with the awareness of the post secondary opportunities available throughout the state of Montana and beyond.



## MPSEOC 2017 numbers, Charts, & graphs



## New INCOME DISTRIBUTION BY MPSEOC PROGRAM





## 2017 Report highlights



## 2017 highlights

### WHO IS MPSEOC?

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### New! Montana Travel Guidebook

In 2017, MPSEOC created a new resource for our members and traveling representatives to help with navigating our big state. With hotel & restaurant recommendations and also many travel tips, this is a helpful tool to use while you are on the road. Please share what you would like to see in this resource. To view this resource online, visit: [www.MontanaCollegeFairs.com/guide](http://www.MontanaCollegeFairs.com/guide)



### Second year hosting a Vista Team member

In 2017 for the second year, we hired a Vista / Campus Compact team member to help grow our programs, services, and capacity. We have been so lucky to have Lauren Tobias with us for another year, and we are so grateful to her for her service and sincere effort to help expand MPSEOC's mission. We are excited to have another year with her and continue to grow MPSEOC's mission.



### New! Montanacolleges.com & social media growth

In 2017, we took new, exciting steps in expanding our web offerings. We did a full update on our MontanaColleges.com website along with our membership website. In this process we created and developed several new areas for our web resources to try and better reach our varied audiences. We also continued to grow our social networks through Facebook, online event groups, online promotions and advertising through Facebook / Twitter / Instagram / Snapchat, and several online photo blogs to help spread the word about our events and resources. We are excited to keep offering online resources for you, students, counselors, parents, and beyond in 2018. Any ideas you have are always welcome!



### Support Montana students campaign & College Pride week celebration | September

In the last few years, we have expanded the Montana College Pride Week Celebration to include a social media campaign, a website, Snapchat filters, Facebook Iframes, and an opportunity for all campuses, high schools, agencies, and Montana communities to show their support of our Montana students in new, expanded ways. We created a website ([www.SupportMontanaStudents.org](http://www.SupportMontanaStudents.org)) and a donation campaign page. From posting pictures with "I Support Montana Students" posters, accepting student scholarship donations, to asking staff and faculty at the high schools to wear their college gear, this celebration continued to grow in exciting ways in 2018. Overall this statewide celebration started the school year off by showing students they are supported in this higher education journey. Also, it added additional excitement to our September College Fairs. **For more information and to preview pictures visit:** [www.supportmontanastudents.org](http://www.supportmontanastudents.org)



### A special thanks to our sponsorships / partners

In 2017 we were so grateful to be able to not only partner but also team on funding and sponsorship with so many organizations. We simply could not offer the programs we do without everyone's team help and support! A very special thank you to those who help make our annual events and programs possible.

- GOOGLE GRANTS - \$120,000 / YEAR IN ADWORDS ADVERTISING
- GEAR UP - \$20,000 (Collaborated on College Application Week with our Counselor Update)
- REACH HIGHER MONTANA - \$10,000
- BANK OF NORTH DAKOTA - \$4,000
- OFFICE OF PUBLIC INSTRUCTION - \$5,000 (\* Includes estimated Met Net Fees)
- AMERICAN INDIAN COLLEGE FUND - \$3,000

*If you have any additional sponsorship ideas for 2018, we appreciate your team help to keep expanding these efforts and relations.*



### Opi credit | Campus counsel or training

In the last few years, we started this new opportunity for you to train counselors on your campus. We worked with OPI to create this program for you to offer credit to Montana counselors for an on-campus training program. A few campuses have utilized this option in the last two years and had success! We hope that you will take a look at this option in the future as a way to build relations with our Montana counselors.

**For more information visit:** [www.mpseoc.org/new-counselor-campus-training.html](http://www.mpseoc.org/new-counselor-campus-training.html)



### New member awards & elections a success!

Last year was an exciting year of offering new Member Awards! In 2018, we will be continuing this effort to show support and appreciate for our member's good work, and we hope you will share your nominations! Also, in the last couple years, we have worked hard to host our MPSEOC Board of Director elections online. This allowed you and your campuses more time to review the candidates and decide as a team on your final votes. We are excited to once again offer this online nomination and voting process in 2018. Please share any ideas/comments/feedback you have on how we can make this even more helpful to you and the overall process. Thank you!



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## 2017 program review

### → Summer Conference report

- Hosted in Billings, Montana
- Nationally renowned keynote speakers
- 75 attendees registered for this event
- 17 Montana Colleges and Universities represented and 11 state agencies.

### → Montana College Fairs Report

- Estimated 10,000+ Montana students attended | 8,883 Students Registered Online
- 18 Fairs | 3 Regions | September 2017
- Estimated that 95% of Montana state high schools attended.
- 95% of state high schools had at least a portion of their students register online before the fair.
- 51% of students registered were female
- 49% of students registered were male
- Home-Schooled Students | 116 Registered Online (and designated "home-schooled")
- Potential Home-schooled / Non-Traditional / Transfer Students | 513 Registered Online with no school designated

### → Counsel or Update report

- Hosted 9 sites across Montana
- Total of 221 Registrations for this event; 170 Montana Counselors Attended; 51 Other Educators Attended (colleges, agencies, GEAR UP, Pathways, RHM, TRIO, METNET, etc.)
- 4 Montana Tribal Colleges presented and others submitted material for handout.

### → Campus counsel or training Report

- Offer Counselor OPI Credit for campus training.
- This is still a fairly new program, but in the last few year's both MSU and UM tested this model and hosted on-campus counselor trainings. There is other interest, and we keep spreading the word about this new option for MPSEOC members.

### → Montana Tribal college fairs Report

- Hosted 6 Events at 6 Montana Tribal Colleges
- All 7 Montana Tribal Colleges participated in these events.
- In 2009—started with 18 table representatives. In 2015—had 32 table representatives. In 2016—had 46 table representatives. In 2017—had up to 61 table representatives. In 2018, these events are hosted in March, and they are looking to be another great year!

### → Guide Book To Higher education report

- Offered in Print and Online @ [www.MontanaColleges.com/guidebook](http://www.MontanaColleges.com/guidebook)
- 49 advertisers in the Guide Book: 25 Montana colleges and universities, 19 out-of-state colleges and universities, and 5 agencies.

### → New! Montana Travel Guidebook

- Offered in Print and Online @ [www.MontanaCollegeFairs.com/guide](http://www.MontanaCollegeFairs.com/guide)
- New Income: \$3,375 / Expense: \$553 + time

### → Budget report

- 2017 was one of MPSEOC's most profitable years in the history of the organization.
- Expenses were also at a high this last year due to many new growth steps, changes, and new long-term investments ( i.e. Full Time Vista Member, New Website Designs, Updated Guide Books, Increased ED Insurance, Office Space Expense, etc.)

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## 2017 PROGRAM review



### Websites report

- Membership website | [www.MPSEOC.ORG](http://www.MPSEOC.ORG) | VISITORS = 25,980 | PAGE VIEWS = 129,044
- Student, Counselors, Parents Website | [www.MontanaColleges.com/.org/.net](http://www.MontanaColleges.com/.org/.net) | VISITORS = 66,934 | PAGE VIEWS = 148,070
- Montana College Fairs Website | [www.MontanaCollegeFairs.com](http://www.MontanaCollegeFairs.com) | VISITORS = 14,307 | PAGE VIEWS = 41,258
- Montana Tribal College Fairs / Team Website | [www.MontanaTribalColleges.org](http://www.MontanaTribalColleges.org) | VISITORS = UNKNOWN | PAGE VIEWS = UNKNOWN—Due to web programing block. (\*An additional fee)
- Support Montana Students Campaign & College Pride Website | [www.SupportMontanaStudents.org](http://www.SupportMontanaStudents.org) | VISITORS = 24,162 | PAGE VIEWS = 31,805
- **OVERALL WEB ANYTLICTIS = VISITORS = 131,383+ | PAGE VIEWS = 350,177+**



### Social media report

- FACEBOOK—1290 likes & 298 friends
- TWITTER—228 Following & 213 Followers
- INSTAGRAM—491 Posts, 220 Following, and 204 Followers
- We also have a Snapchat, Pinterest, & a YouTube Channel.



### Membership report

- 120 total indivial members from the Montana institutions.
- 25 Montana accredited colleges and universities represented.
- 9—2-year colleges, 7—Tribal Colleges, 6—4 year public colleges, 3—4 year private colleges



### counselors report

- 305 Montana High School Counselors with which we collaborate.
- 198 Montana High School with which we collaborate.



### student report

- 10,000+ Montana students attend the September College Fairs
- 600+ students attended the 2018 Montana Tribal College Fairs
- Of the 66,934 online visitors to our [MontanaColleges.com](http://MontanaColleges.com) website, most of these visitors are students.



### vista report

- As we are now in our second year with a Vista position, we have been able to expand our services and grow our capacity building even more! It has been so exciting to see how we have been able to grow in new ways. Lauren will be sharing updates on her last year and half with our MPSEOC family. She has worked hard to help represent MPSEOC and grow our programs and services. We are so grateful to you, Lauren! :)



### Partnership & sponsor report

- In 2017, we continued to grow collaboration efforts with: The Vista Program, ACT, Montana Department of Labor and Industry / MCIS, Office of Public Instruction, Bank of North Dakota, GEAR UP / OCHE/ MUS, MACRAO | MASFAA, MUS - Student Financial Services, Reach Higher Montana, Big Sky Pathways, American Indian College Fund, Montana School Counselors Association, Montana College Access Network, Job Corps, Talent Search / TRIO, AmeriCorps, and many more.



### Newsletters | membership & counselors

- In the last year and half, we have worked hard to increase our contact with our members and counselors. We have instituted a regular every other month cycle of newsletters with important announcements, professional development opportunities, resources, and much more! We have seen a steady growth with the counselor newsletter, and a continued usage from our members. We would appreciate any insights you have going forward! Thank you!



### Internal structure growth

- In the last year and half, we have focused heavily of bringing MPSEOC's internal structure, policies, employee descriptions/roles/benefits, etc. current and up-to-date. We also have spent much time streamlining internal protocol, databases, files, etc. We are excited to take new steps forward for MPSEOC especially as we look to expanding into the reality of hiring a new employee in the near future.



**WHO IS MPSEOC?**  
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## Reminder Don't forget

**VERY IMPORTANT!** Please take the time to check the following online areas at least every quarter to make sure your campus information is correct and up-to-date. Thank you!

1

### UPDATE YOUR CAMPUS ONLINE PROFILE

Login @ [www.MontanaColleges.com/colleges](http://www.MontanaColleges.com/colleges) and update your profile at any time. This is your campus's profile entirely; therefore, the content, information, pictures, videos are all your domain. Over 66,934 students, counselors, parents, and beyond use this site each year, so it is very important to keep your campus profile updated throughout the year. Thank you!

2

### CHECK YOUR ONLINE MEMBERSHIP DIRECTORY

Please take minute to check your campus membership listing @ [www.mpseoc.org/mpseoc-member-directory.html](http://www.mpseoc.org/mpseoc-member-directory.html)

**SUBMIT CHANGES ONLINE @**  
[www.mpseoc.org/directory-changes.html](http://www.mpseoc.org/directory-changes.html)

3

### CHECK YOUR Institutional REPRESENTATIVE LISTING, LOGO, & PICTURE

Please take minute to check your Institutional Representative listing @ [www.mpseoc.org/institution-representatives.html](http://www.mpseoc.org/institution-representatives.html)

**SUBMIT CHANGES / PICTURE ONLINE @**  
[www.mpseoc.org/upload-photo.html](http://www.mpseoc.org/upload-photo.html)

## Partnership & col l aboration

MPSEOC has been working hard to continue to form new relationships as an avenue to grow partnerships and expand our service, mission, and reach.

We continuing to grow and increase relationships with our fellow associations: MACRAO, MASFAA, MSCA, etc. Each year we attend several of their conferences. We also continue to work closely with these associations for the Counselor Update, Summer Conference, College Fairs, College Application Week, Financial Aid Events, etc.

MPSEOC also prides itself in keeping close relations and contact with our Montana high schools. We spent the last year visiting several high schools and doing presentations about college preparation. Also, MPSEOC has been in attendance of several career fairs around the state as requested.

MPSEOC serves on the Montana College Access Network Steering Committee which connects us directly with the major education entities in Montana.

In 2017, we increased collaboration efforts with agencies, such as:

- **GEAR UP / OCHE / MUS**
- **Reach Higher Montana**
- **Office of Public Instruction / OPI**
- **Bank of North Dakota**
- **Montana College Access Network - MCAN**
- **AmeriCorps & Vista**
- **MACRAO**
- **MASFAA**
- **Montana Department of Labor & Industry**
- **Big Sky Pathways**
- **American Indian College Fund**
- **ACT & SAT**
- **Montana School Counselors Association**
- **Job Corps**
- **Talent Search / TRIO**
- **All Montana High Schools**
- **All Montana Colleges & Universities**
- **Many Out-Of-State Colleges & Universities**
- **Many state agencies, businesses, & organizations**

Together we are able to help students even more!



SHARE YOUR FEEDBACK / IDEAS WITH US!



## MPSEOC Annual Events

### 1 Fall COLLEGE FAIRS

2017 was another successful year of statewide collaboration and service to students in offering 18 statewide fairs. It was exciting to be celebrating our 30th year of offering college fairs in Montana. Thank you to all who helped make these events possible.

**For more information visit:**  
[www.mpseoc.org/montana-college-fairs.html](http://www.mpseoc.org/montana-college-fairs.html)

### 2 GUIDE BOOK

The Online Guide Book and our MontanaColleges.com website reach over 66,000+ visitors from all over the world each year.

**For more information visit:**  
[www.montanacolleges.com/guidebook](http://www.montanacolleges.com/guidebook)

### 3 SUMMER CONFERENCE

In 2018 we will host this annual event in Great Falls, Montana. This conference offered nationally renowned speakers to share in our membership's professional development. We hope to see you again in August 2018!

**For more information visit:**  
[www.mpseoc.org/summer-conference.html](http://www.mpseoc.org/summer-conference.html)

### 4 COUNSELOR UPDATE

In 2017, we hosted this event in October in collaboration with College Application Week. We had over 200 counselors, educators, and colleges in attendance at 9 different sites across Montana. A very special thank you to all of you who helped make this event a success.

**For more information visit:**  
[www.mpseoc.org/counselor-update.html](http://www.mpseoc.org/counselor-update.html)

### 5 Tribal college fairs

Each year this program grows and offers an amazing opportunity for relationship building! 2017 hosted a record number of colleges, universities, agencies, businesses, and more! Join us this March for these events!

**For more information visit:**  
[www.mpseoc.org/mt-tribal-college-fairs.html](http://www.mpseoc.org/mt-tribal-college-fairs.html)

### 6 Campus counsel or training

We are in our fourth year of offering this program. Several campuses have hosted counselor trainings with approved OPI Counselor Credit. Contact us with questions!

**For more information visit:**  
[www.mpseoc.org/new-counselor-campus-training.html](http://www.mpseoc.org/new-counselor-campus-training.html)



## 2018 TIMELINE OF EVENTS



### JANUARY

- | Update Online Profile on [MontanaColleges.com](http://MontanaColleges.com) with new year changes.
- | Check your Membership Directory Listing on [MPSEOC.org](http://MPSEOC.org).
- | Share any feedback, ideas, goals you have for the new MPSEOC year.



### FEBRUARY

- | FEBRUARY 21-22, 2018 | MPSEOC BOARD ANNUAL RETREAT
- | Share any feedback you have for the upcoming Board Meeting.



### MARCH

- | MARCH 19-22 & 26-27, 2018 | MONTANA TRIBAL COLLEGE FAIR CIRCUIT
- | Look For Fall College Fair Invite
- | Look for Guide Book Advertisement Invite



### APRIL

- | APRIL 17, 2018 | MPSEOC BOARD MEETING
- | MPSEOC BOARD NOMINATIONS
- | MPSEOC MEMBERSHIP AWARD NOMINATIONS
- | Update Your [MontanaColleges.com](http://MontanaColleges.com) Profile
- | Summer Conference - Share Speaker Ideas / Feedback



### MAY

- | MAY 30-31, 2018 | MPSEOC BOARD MEETING
- | Share any feedback you have for the upcoming Board Meeting.
- | Look for Summer Conference Invitations
- | Start working on creating your Guide Advertisement - If you need help, we are happy to help!



### JUNE

- | Start working on creating your Guide Advertisement - If you need help, we are happy to help!



### JULY

- | JULY 1, 2018 —DEADLINE - FALL COLLEGE FAIR TOUR REGISTRATION / PAYMENT
- | JULY 30, 2018—DEADLINE - SUBMIT YOUR GUIDE ADVERTISEMENT
- | JULY 30, 2018—Update Your [MontanaColleges.com](http://MontanaColleges.com) Profile - Add New Pictures, Videos, Tuition, Questions to ask you at the fair, which fairs you will be attending, etc.
- | DEADLINE - SUMMER CONFERENCE REGISTRATION / PAYMENT



### AUGUST

- | AUGUST 6-7, 2018—SUMMER CONFERENCE @ GREAT FALLS, MONTANA
- | AUGUST 7, 2018 | MPSEOC BOARD MEETING
- | AUGUST 7, 2018—MEMBERSHIP ANNUAL LIVE MEETING
- | Check your Membership Directory Listing on [MPSEOC.org](http://MPSEOC.org)



### SEPTEMBER

- | SEPTEMBER 10—13, 2018 | EASTERN REGION - MONTANA COLLEGE FAIR TOUR
- | SEPTEMBER 17—20, 2018 | CENTRAL REGION - MONTANA COLLEGE FAIR TOUR
- | SEPTEMBER 24 – 27, 2018 | WESTERN REGION - MONTANA COLLEGE FAIR TOUR
- | SEPTEMBER CELEBRATION OF MONTANA STUDENTS! [www.SupportMontanaStudents.org](http://www.SupportMontanaStudents.org)



### OCTOBER

- | DEADLINE - COUNSELOR UPDATE REGISTRATION / PAYMENT / SUBMIT HANDOUT INFORMATION
- | COUNSELOR UPDATE | (October or November)



### NOVEMBER

- | COUNSELOR UPDATE | (October or November—TBA)
- | Share any feedback you have for the upcoming Board Meeting.



### DECEMBER

- | Share any feedback you have for the upcoming Board Meeting.
- | DECEMBER 2018 - MPSEOC BOARD MEETING



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# MEET OUR BOARD OF DIRECTORS

HELPING  
KEEP  
MONTANA  
EDUCATION  
CONNECTED



## A very special thank you to our Board

MATT ALLEN  
UNIVERSITY OF MONTANA WESTERN

TREVOR BELNAP  
MONTANA STATE UNIVERSITY  
BILLINGS

EMILY FERGUSON – STEGER  
UNIVERSITY OF MONTANA

JOEY DITONNO  
CHIEF DULL KNIFE COLLEGE

BRE HALL  
MONTANA TECH OF UM

LAURIE RODRIGUEZ  
CARROLL COLLEGE

AUSTIN MAPSTON  
ROCKY MOUNTAIN COLLEGE

DENISE OSTBERG  
UNIVERSITY OF PROVIDENCE

MIKE OUERT  
MONTANA STATE UNIVERSITY



## Contact Us

We are here to help!

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MEET OUR  
EXECUTIVE  
DIRECTOR &  
VISTA TEAM  
MEMBER

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### Lauren Tobias

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