

# 2022 ANNUAL REPORT

**Expanding  
Opportunities  
for Students  
Through PSEO**



PEOPLE <sup>FOR</sup>  
**PSEO**  
*Expanding Opportunities*



Thank you for taking the time to read our annual report! People for PSEO is a youth-led nonprofit organization that exists to promote, defend, and expand opportunities for high school students through Minnesota's PSEO program. To accomplish this mission, we share PSEO information, identify and lower barriers to PSEO enrollment, and create PSEO communities across the state!

This is our second annual report and we are excited to show you our growth! We envision a vibrant, diverse, and growing PSEO program across Minnesota where PSEO students feel promoted, defended, and celebrated.

This report contains information about:

- President's Report
- Informational Outreach Report
- Research and Policy Report
- People for PSEO Finances
- Long-term PPSEO Strategic Plan
- PSEO Testimonies
- 2022-2023 Staff Biographies
- Thank you to our donors!

We are for PSEO students, by PSEO students. Join us!

Warmly,  
Zeke Jackson,  
Executive Director

Jonah Martinez,  
President



2022 has been a successful year of growth for People for PSEO in achieving our mission. We've hired new staff members, developed closer relationships with other nonprofit organizations, formed new relationships with charitable foundations, and maintained close contact with key members of the Minnesota State legislature. Our primary goal is growth as a means to further our mission and vision of expanding PSEO and ensuring all Minnesota high school students have the autonomy and freedom to tailor their education to their needs and goals.

As President of People for PSEO, I am proud of our progress and I believe that we are in a position of strength as we expand our operations for the 2022-2023 school year!

It's with great optimism that I share this report with you all today. I believe our best days are ahead of us and that we stand to impact thousands of students with our policy goals.



## Accomplishments in 2022

- Creation of a comprehensive PSEO Registration Guide, now available in 3 languages
- Media mentions in the Washington Post, StarTribune, and appeared in several local radio stations and newspapers
- Published our own PSEO research, "A PSEO Information Gap Report"
- Secured a \$50,000 operational grant from Bellwether Education Partners
- Partnered with the Humphrey School of Public Affairs to publish comparative dual-enrollment research

## 2023 Operational Goals

- Expand our Executive Director position into a full-time role to manage our day to day operations
- Ensure that our PSEO bill is signed into law in 2023
- Secure grants from national organizations, with a financial goal of \$250,000
- Expand our influence to school districts and colleges across the Greater Minnesota area (beyond the Twin Cities)
- Produce and fund additional research to further our mission of expanding and improving PSEO

## Note from our Digital Director

We've seen an exciting acceleration in our online reach over the last year. In 2021, we measured an online reach of ~35,000 and this year we reached over 309,000 people! We joined TikTok where several of our PSEO posts went viral and contributed greatly to our online reach. In addition, we invested more time into better articulating our online channel mix, target audiences, and advertising language. We began using several new free tools available to nonprofit organizations, such as Google Ad Grants, to drive website traffic. We are looking forward making a big impact during this next school year!

# 309,616

## students, parents, and supporters reached online

Assuming 10% of reach across  
platforms are repeats

## From Nov. 2021 - Oct. 2022, we had...

# 7

Online Webinars  
Hosted

# 4

College Fairs  
Attended

# 19

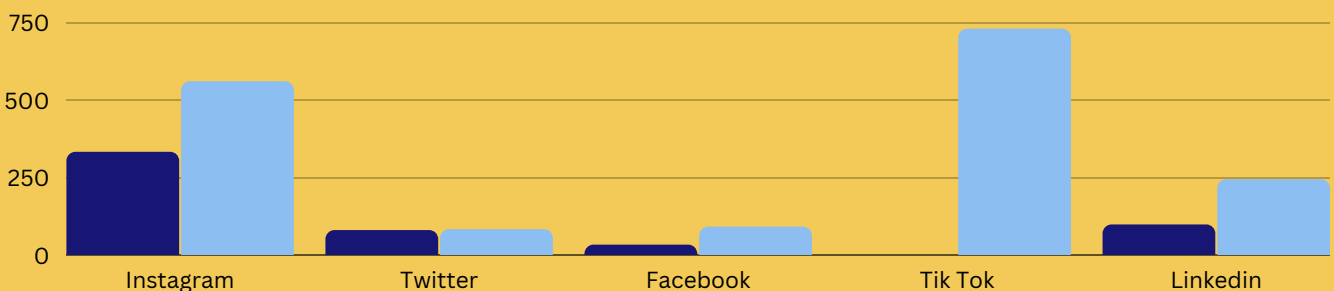
Social media  
PSEO highlights

# 497

PSEO students  
surveyed

### Social Media Follower Growth

■ 2021 ■ 2022



\*Our Tik Tok account was started in June 2022

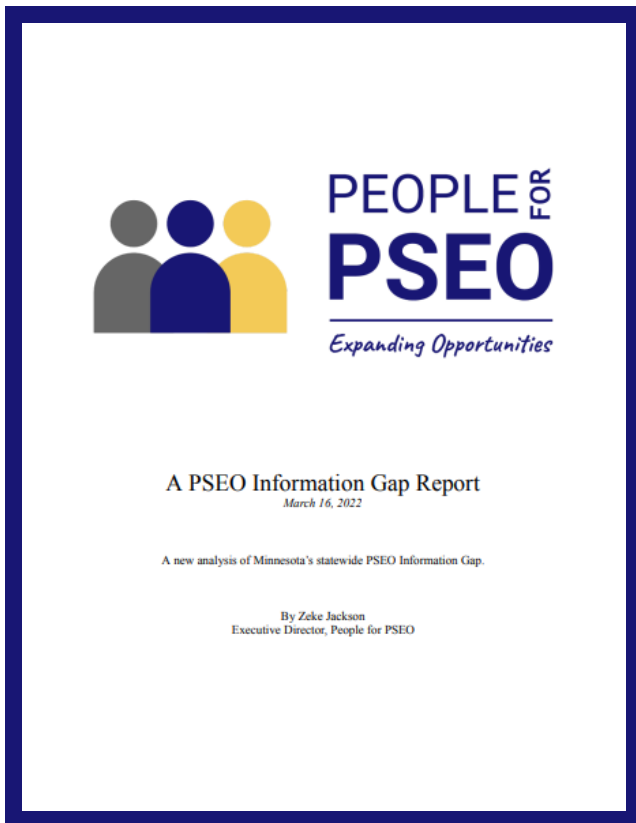


## 2022 INFORMATION GAP REPORT

In March 2022, we released a 19-page report that measures the compliance of districts and charter school websites with PSEO state law. We found that 60% of the 390 websites studied did not give sufficient information about the PSEO program to be in compliance with state law.

In addition, we identified 35 websites that shared factually inaccurate information about PSEO state law and 27 websites that didn't share any information about the program.

Special thanks to the 12+ PSEO students and alumni who helped us with data collection. Head over to [peopleforpseo.org](http://peopleforpseo.org) to see the full report.



## We will continue to share information about outdated PSEO laws

There are many changes to PSEO state law that must happen before the program can be effectively used by Minnesota as a tool for closing opportunity gaps and decreasing the costs of college. We will continue to advocate for common-sense changes to PSEO law, including:

- Eliminating the "college gag rule" that prevents colleges from advertising the financial benefits of the PSEO program
- Closing PSEO enrollment reporting loopholes that results in an undercount of up to 50% of all PSEO students each year
- Increasing transportation funding for low-income PSEO students from 15 cents per mile to the IRS Business Standard Travel Rates (this piece of law hasn't been changed since 1985 when the PSEO program was first created)
- Adding new funding for so that PSEO students who are eligible for free-and-reduced priced meals at their high school can eat on their college campus

To get involved with our advocacy efforts, please contact us at [www.peopleforpseo.org/contact](http://www.peopleforpseo.org/contact).

## TOP SPONSORS



- Bellwether Education Partners, Inc
- Otto Bremer Trust
- Bill Blazer and Ted Kolderie
- Connie Levi/Rancho Santa Fe Foundation
- The Wedl Family
- Blackbaud Giving Fund
- the Nosh Family

## Finance Report

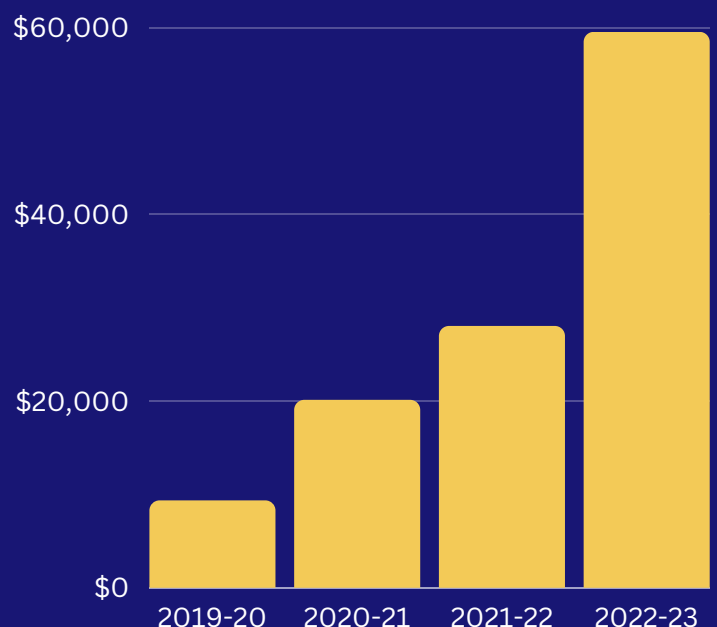
In 2022, our biggest expense category consisted of staff payroll at 76% of total expenses. This was followed by contract services expenses at 18%, operational overhead expenses at 5%, and other miscellaneous expenses at 1%.

Overall, more than 90% of our funding went directly to our invaluable staff, composed entirely of current and former PSEO students. All of our efforts, from outreach to advocacy, require substantial time and commitment. In order to sustain our mission for a fair and accessible PSEO throughout this Spring and many years to come, please donate to us today via our donation page.

[www.peopleforpseo.org/donate](http://www.peopleforpseo.org/donate)

## Budget Growth

We have a budget of \$59,500 for the 2022-2023 school year, a 113% increase over last year. We are excited to work hard this year for students and for the contributors to our mission!



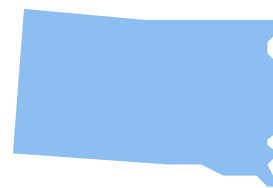
## Immediate Strategic Goals:

- Policy Goals and PSEO 2.0
- Work with state officials to hold school districts accountable for violating state PSEO law
- Ensure PSEO becomes a more accessible and equitable program
- Begin relationships with additional national organizations
- College Board, Department of Education, etc.

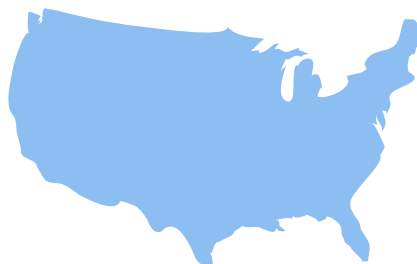


## Long Term Strategic Vision

- Exporting PSEO/dual enrollment systems to other states
  - Expand networks in Wisconsin, the Dakotas, and Iowa, work with grassroots activists and state legislatures to adopt a similar dual-enrollment model



- Increase national awareness of dual enrollment programs as a solution to the college affordability crisis and racial disparities
  - Continue our push for op eds and quotations in nationally read newspapers and media outlets, and local media in states without dual-enrollment systems
  - Develop relationships with national advocacy organizations and government agencies
- Establish PSEO/dual-enrollment credit transfer system across state lines
  - Gain Federal recognition of PSEO and its value as an educational program



**We seek to fundamentally change our education system for the better**



San Aye

I started PSEO during my junior year of high school. Being a high school student and a college student initially made me nervous. I found that PSEO helped me realize that college is similar to high school, but you are more independent and in control of your studies. In my second semester, PSEO really helped me figure out what I wanted to do and what I wanted to major in. In addition, it allows students to save money on college costs. I was able to prepare for larger universities that I may attend after high school through PSEO. As a high school student, PSEO provides an incredible opportunity to earn your AA for free.



Deven Lee

Being in the PSEO program has provided me the ability to receive an early glimpse of the college lifestyle and atmosphere and to challenge myself by taking college courses. The absolute best perk about the PSEO program is that the college courses and textbooks are paid for by the state. Thanks to the PSEO program, I have created a goal to earn my associate degree through the PSEO program and transfer my remaining credits to a more prestigious institution once I graduate high school, without having to spend money for my current courses. I seriously don't see why more people don't take advantage of the opportunities the PSEO program offers, because it's basically free college.



Blue

It is very helpful, I recommend it to everyone because it saves you money and prepare you for college. I was able to take college classes during high school at university at Minnesota-TC, Saint Paul College and Mankato State University at the same time, and then I was able to transfer my credits to the University of Minnesota-Duluth



Julia Win

PSEO helped me prepare for college in a way high school couldn't. I am very grateful for the opportunity to take college classes and earn the credits without having to pay out of pocket. I was able to transfer my credits and save time and money. PSEO also helped me explore majors and minors that further my educational career. PSEO also opened the door for me for other opportunities.



Paw Htoo

It made me happy that my daughter was able to participate in a program like this because I knew that I was not able to support her financially for college. Also, it made me happy that my daughter was able to take free college classes. I knew it was an awesome opportunity for my daughters. I saw PSEO as an opportunity to step into the door to higher education for her. It is a very helpful opportunity.

Want to share your PSEO experience? Contact Zeke Jackson at [zeke.jackson@peopleforpseo.org](mailto:zeke.jackson@peopleforpseo.org)

# 2022-2023 STAFF



Digital Director

Hello! My name is Katyanna Taylor, I am a 2021 graduate from St. Anthony Village High School. I did two years of full time PSEO at Minneapolis Community and Technical College where I earned my A.A in Liberal Arts. I'm a second year student at San Diego State University – Webers Honors College majoring in Public Administration and minoring in Interdisciplinary Studies. Outside of academics, I love to make Pinterest boards, thrift, rollerblade, and sell jewelry through my school's Fashion Club. As People for PSEO's Digital and Research Director, I am passionate about raising awareness and collecting data in order to close the PSEO Information Gap between high school districts and the general public. I hope to inspire students like me who learn in abstract ways and seek challenges that will positively change their lives.



Project Director

Hello! My name is Htoo Say. I am a PSEO alumni from Saint Paul College and a graduate from Humboldt High School. Right now, I am working towards my bachelors at the Carlson School of Management at the University of Minnesota. My major is Management Information Systems. Through my work at People for PSEO, I hope to inspire others like me who are first generation immigrants, from an underrepresented minority and highly driven to achieve higher education though PSEO and spend no money paying for college classes.



Registration Director

Hello! My name is Thea Pappas, I am a 2021 graduate from St. Anthony Village High School. I did full-time PSEO for two years at Minneapolis college and I was able to receive my associate's degree by the time I graduated high school. It is my second year at University of Minnesota – Carlson School of Management and I am pursuing a degree in Supply Chain and Operations Management. Outside of schools I love listening to music, DJing for college radio, and creating killer playlists. As the registration director for People for PSEO and a first-generation student, I am passionate about helping provide students with help in utilizing such a beneficial program that can save them and their families time and money on future tuition.



Enrollment Director

Hello! My name is Jovanna Palma Trejo. I am a senior at St. Anthony Village Highschool and a full-time PSEO student at Minneapolis Community Technical College. I'm working towards finishing my Associate degree in general studies so I can go into my first year of undergrad with those out of the way. I love participating in my high school clubs as I'm a National Honors Society and student council member! I started advocating for PSEO my junior year and joined People for PSEO the summer before my senior year as I worked with the social media team. I am currently the Enrollment Director for People for PSEO as I guide students in the right direction for the beginning process of PSEO and help them enroll. I hope to encourage kids to be ready for a new step and support the first generation to conquer a new journey in life.



Fundraising Director

Hi! I'm Ansel Erol, and I'm a current PSEO student at the University of Minnesota, Twin Cities and will be graduating from Edina High School this Spring. I am interested in studying computer science and economics in college. Outside of school, you can find me competing at debate tournaments, practicing violin, and playing with my cat. This year, as People for PSEO's Fundraising/Finance Director, I am coordinating donation campaigns, applying to foundation and state grants, and reporting on the budget to the finance committee. I've already gained so much from PSEO, and hope that through my work, I can give back to the program and make sure that every high schooler knows about PSEO and can leverage it to take command of their education.



Policy Director

Hey, everyone! My name is Samara and I'm a high school senior and PSEO student at the UMN-TC. I joined PSEO due to limited options at my high school and for a change of social scenery. I'm looking to double major in Anthropology and Linguistics, and possibly minor in Music History. During my freetime, and really anytime, I like jamming out to oldies and going down Wikipedia rabbit holes. As far as policy is concerned, I hope that we can further improve upon the PSEO program by expanding access to students across the state, and provide them with alternative post-secondary options. Fun Fact: I am somewhat of a chicken sandwich connoisseur and I have had chicken sandwiches in three different continents.



Executive Director

Hi friends! My name is Zeke (he/him/his) and I was enrolled in two years of full-time PSEO at the University of Minnesota. Now, I'm a senior at the UMN Carlson School of Management studying Entrepreneurial Management and Political Science. When I'm not reading, working for the UMN student government, googling random questions, or tending to my leopard gecko, I'm advocating for the PSEO program! As the Executive Director of People for PSEO, I'm passionate about communicating about the value of the PSEO program to policymakers in Minnesota and beyond, identifying high schools that are breaking PSEO laws, and ensuring that all students have the information they need in order to make a decision about whether to enroll in PSEO. Reach out if you want to talk to me about PSEO!



# THANK YOU!

*Thank you for your past and current support!*



PEOPLE FOR  
**PSEO**

*Expanding Opportunities*

Aaliyah and Joshua Hodge  
Barbara Gilliland  
Bennett and Mary Porter  
Beth Westra  
Bill Blazar  
Bob Schmitt  
Brandon Wait  
Bryan Rossi  
Catherine Simmons-Gill  
Chanda Smith Baker  
Charles A. Slocum  
Charles Slocum  
Christina Sheran  
Connie Levi  
Curt Johnson, PhD  
Dan Loritz  
Dayton Westra  
Dean/Tracy Quarnstrom  
Dennis Carlson  
Ember Reichgott-Junge  
Emily Andes  
Fredric Bailey  
Georgia Heller Duncan and Mel Duncan  
Gregg Peppin  
Janis Clay  
Janice LaFloe  
Joe and Sylvia Graba  
Joe Nathan  
John Cairns  
John James  
Jon and Dana Schroeder  
Joseph Nathan  
Kathleen Coskran  
Kathleen Howe  
Kathy Howe, PhD  
Kimberly Adams  
Lisa Onken  
Linda Slocum  
Malcolm McDonald  
Mary K. Boyd  
Megan Willette

Minnesota Alliance  
Mitch Pearlstein  
Mitchell Trockman  
Molly Grove  
Morgan Brown  
Nancy Dana  
Noel Schroeder  
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St. Joan of Arc Outreach Fund  
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Steven and Marianne Perkins  
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Susan Doherty  
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Ted Kolderie  
Thomas and Kim Holman Foundation  
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Tom Nelson  
Tom Tapper  
Tracy Quarnstrom  
Walt McClure, PhD  
Walter Enloe  
Wayne Jennings  
Zeke Jackson

Your name could be here, too! Go to [peopleforpseo.org/donate](https://peopleforpseo.org/donate) to support our mission.