

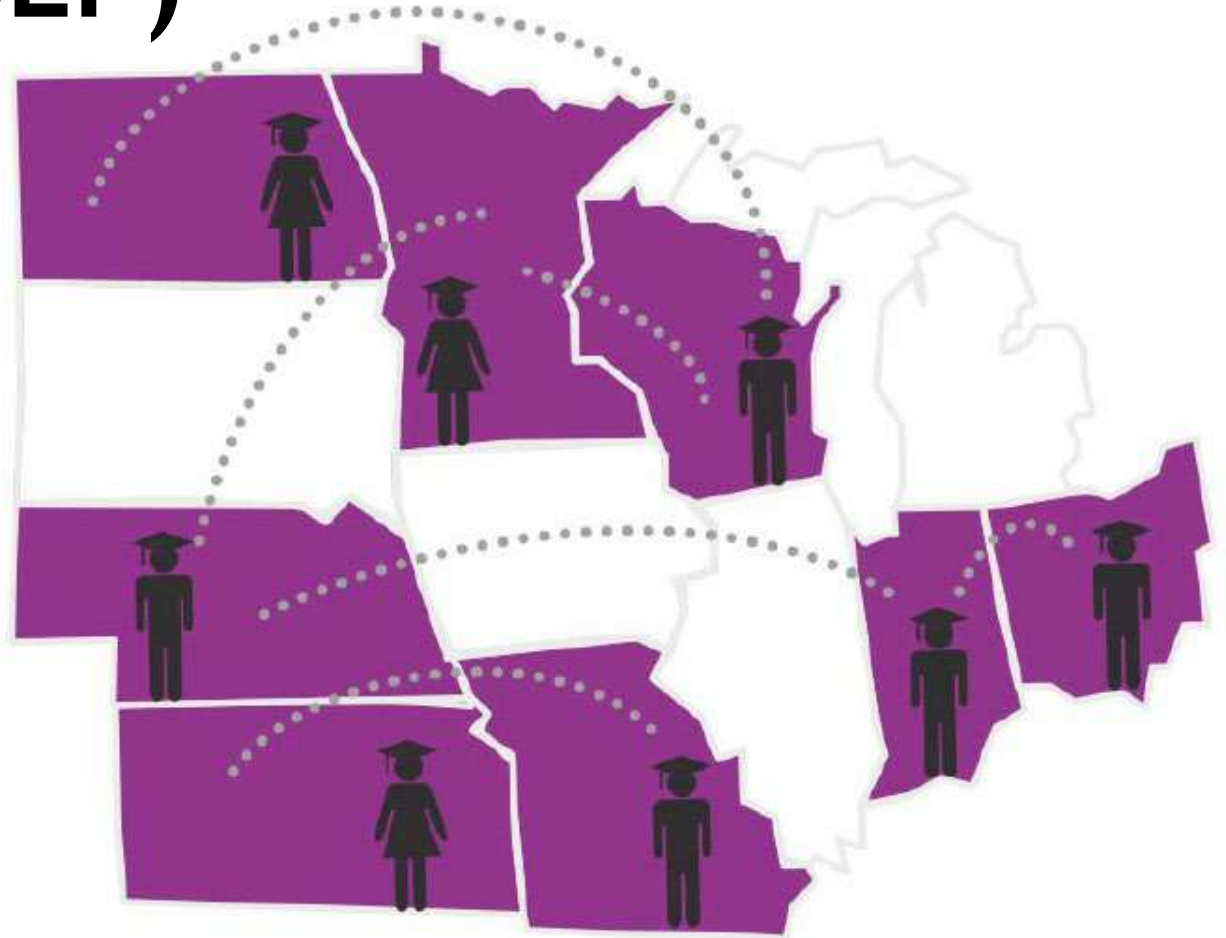
Midwest Student Exchange Program Update

Cost Savings Finder Exploration and MSEP Council's
Recommendation

Carrie Wandler, Ed.D.
Director of Policy Initiatives
June 2, 2025

Midwest Student Exchange Program (MSEP)

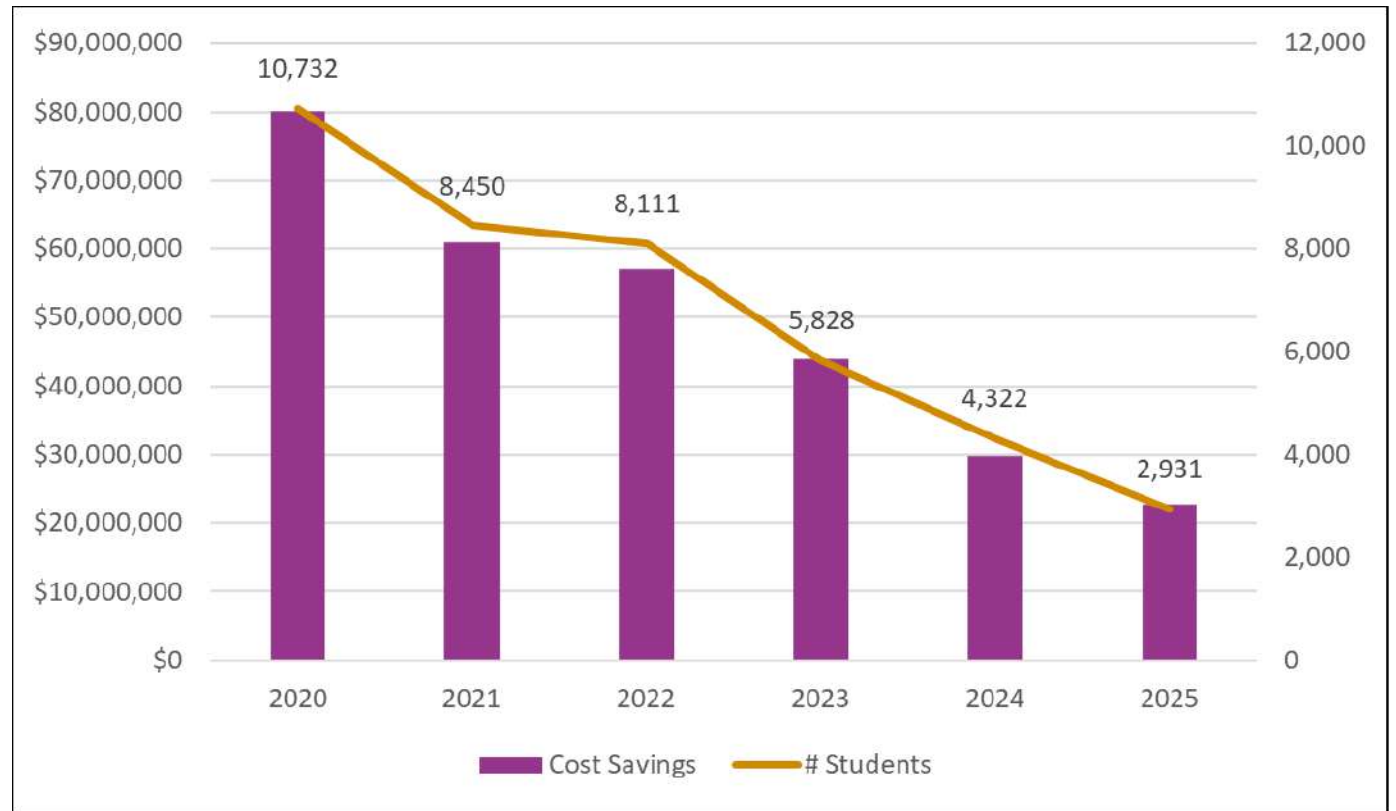
- Founded in 1994
- Volunteer-based
- Public institutions charge students no more than 150% of the in-state resident tuition rate
- Private, not-for-profit institutions offer a 10% reduction of tuition rate



MSEP Data Report AY2024-25

MSEP participation down 47% YoY

- Illinois and Michigan have moved into inactive status
- Institutions moving to non-differential tuition models
- Indiana, Kansas, Minnesota, Missouri, Nebraska, North Dakota, Ohio, and Wisconsin participating



MSEP 2.0 Committee

Brought the following recommendations to the Executive Committee in June 2024:

- Invest in MSEP Communication & Outreach
- Perform Procedural Improvements
- Explore the development of a Midwest College Cost Savings Finder online tool

Proposed Cost Savings Finder

This tool aims to benefit the entire Midwest region by serving as a centralized resource for gathering and disseminating cost-saving information.

The tool would provide links to public colleges and universities, offering details on various types of tuition cost savings, including:

- MSEP tuition discounts
- Non-differential tuition
- Special state-to-state and regional tuition discount programs
- Reciprocity agreements

Findings from CSF Research

Annika Many, MHEC consultant

These myriad options and opportunities can be confusing and hard to find for students and families exploring postsecondary options across the Midwest.

Each of the other compacts deliver this information for their regions.

There is an opportunity to make this information available and more transparent to students and families.

Option 1:

Create a Digital Publication with a State-By-State List of In-State Tuition Reciprocity Agreements in the Midwest

- Low Initial Cost: ~ \$20K
- Quick Implementation: ~ 2-4 months for implementation
- Low Annual Maintenance Cost: ~ > \$10K

Staffing Suggestion:

- Create a 0.5 FTE director level position for ongoing support and administration of MSEP, plus contracted labor for set-up and annual maintenance of the digital publication
- 0.5 FTE director level position ~ \$78,000 annually

Year 1: \$98K

Year 2: \$88K

Option 2: Expand MSEP Website to include Data on All In-State Tuition Reciprocity Agreements in the Midwest

- Medium Initial Cost: \$30k-50k (IT and contract labor)
- Medium Implementation Time: 6-9 months
- Periodic Maintenance: 1.0 FTE staff plus consultants to review data and make periodic web updates throughout the year
 - 1.0 FTE director level position for ongoing support and administration of MSEP, plus contracted labor for set-up and maintenance as needed: ~\$156,000 annually

Year 1: \$206K

Year 2: \$176K

Option 3: Create a New Highly Interactive Tool with Real-Time Updates

- High Initial Cost: \$200K estimated initial investment for website development and communications.
- High implementation Time: 12-18 months
- Ongoing Maintenance and Annual Costs: 1.0 FTE director position ~ \$156K, 1.0 manager position ~ \$104K, contract labor as needed, IT support as needed

Year 1: \$460K

Year 2: \$260K

MSEP Council Feedback & Discussion

Midwest Student Exchange Council

March–April 2025:

- MSEP Council met twice to discuss proposed options
- Council was split between Option 2 (enhanced website) & Option 3 (interactive dashboard)

Aimee Arnold

University of Wisconsin System

Sam Christy-Dangermond

Kansas Board of Regents

Meghan Flores

Minnesota Office of Higher Education

Claire Gunwall

North Dakota University System

Daniel Hurley

Michigan Association of State Universities

Kadi Lukesh

Nebraska Coordinating Commission for Postsecondary Education

Stephanie McCann

Ohio Department of Higher Education

Ross Miller

Indiana Commission for Higher Education

Nkechi Onwuameze

Illinois Board of Higher Education

Brandon Trujillo

Wisconsin Technical College System

Leroy Wade

Missouri Department of Higher Education and Workforce Development

Brenda Zastoupil

North Dakota University System

Further Considerations

- Inability of enhanced website or tool to capture financial aid
- Use value relies on institutions' ability to provide and update information in a timely manner
- Difficult to gauge impact of enhanced site or tool beyond user metrics
- Uncertainty over long-term use value of enhanced site in light of AI advances

Next Steps

Hire an external consultant to:

- Convene stakeholders to develop the features and scope proposed upgrades
- Identify the potential sources of data and data collection strategies to be used with the proposed upgrades
- Identify target audiences, specific project goals, and project performance metrics

Budget = \$25,000

Findings and recommendations to be presented at the
November 2025 Annual Commission Meeting

Thank you

Questions/comments/desire to engage in this work

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