

MUS Sprint Degrees



What are we trying to accomplish?

- 1. Increase accessed for Montana students who are academically ready, career focused and prefer accelerated degree options, but are concerned that higher education is cost prohibitive and too long of a commitment;
- 2. Intentional Workforce development by producing skilled graduates faster for Montana's highest demand sectors;
- 3. Flexible program offerings that can adjust to the ongoing needs of Montana industries; and
- **4. Innovation and efficiency** by providing new and streamlined pathways to degrees for students and demonstrating that higher education can quickly respond and adapt to industry needs.



Main pillars of Sprint Degrees:



- Designed to support Montana's workforce needs
- Intentional industry engagement/partnership
- Help students feel confident in post-secondary decision
- High-quality education that results in students learning faster and entering the workforce sooner



Student Outcomes

- Students enter the workforce in an accelerated timeline with a degree in a high-need, high-wage field in Montana
- Students receive financial, career and academic supports
 - Scholarships to help cover costs of tuition, books, and fees
 - Work-based learning opportunities throughout the completion of degree
 - Access to clinical placements that are in line with their degree plan
 - Academic and career mentorship while completing coursework
- Students have a clearer understanding of how their education connects to their future career



Industry Outcomes

- Industry partners make earlier connections with students to help fill workforce demands
- Industry partners receive highly skilled students for employment needs
- Industry partners continue building relationships with MUS institutions



Pilot Programs

PARAMEDIC

A.A.S. Degree 1 Year Program



HUMAN SERVICES

B.S. Degree 2.5 Year Program



SURGICAL TECH

A.A.S. Degree 5 Semester Program







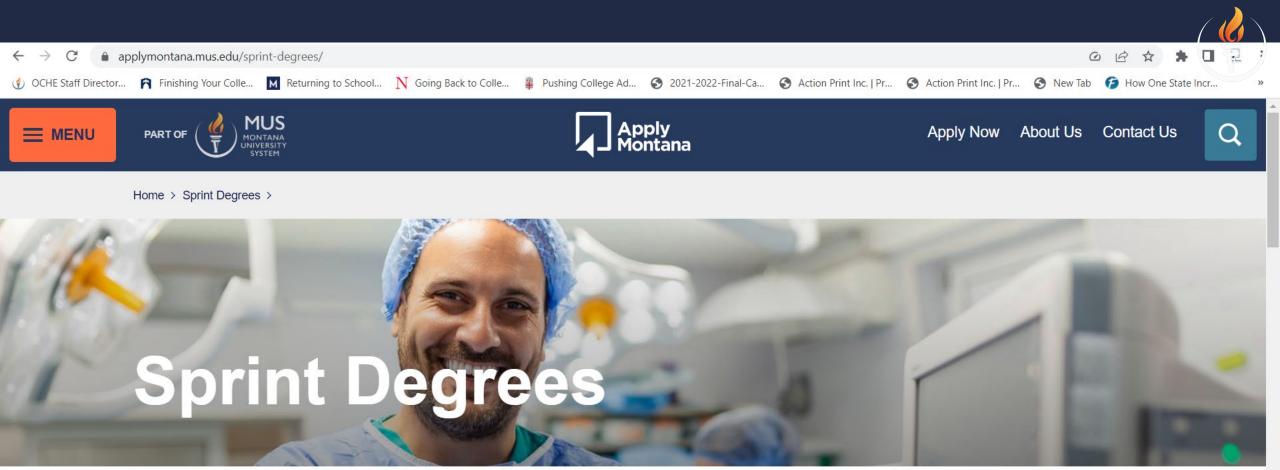


Marketing Campaign









The new Sprint Degrees from the Montana University System will help you do two things quickly: earn a degree and begin a career.

These accelerated programs are designed in partnership with leading Montana employers, so you'll



Marketing Overview

Monday Start Dates/2022		January					Febr	ruary		March				April					May				June			
MEDIA	27	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	
aid Social																										
Facebook/Instagram (static)									6000				6000													
isplay																										
Banners + Retargeting									6000				6000													
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Audio Go (Pandora; iHeart) + Spotify									5000				5000													
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External Outreach

- MPSEOC
- MCAN
- GEAR UP
- TRIO Talent Search
- Montana HOSA
- Billings Career Center
- Montana AHEC
- MHA
- Billings area Guidance Counselors
- Human Resources Development Council



How will we measure success?

- Students
 - Enrollment
 - Completion
 - Placement
- Industry
 - Employees
 - Relationships
- Have we created something that allows us to learn and grow?



Questions?

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