



## **SFY 2025 InspireMSP**

Final Report

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Minnesota Department of Employment and Economic Development  
Employment and Training Programs Division

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As requested by Minnesota Statute 3.197: This report cost approximately \$400 to prepare, including staff time, printing and mailing expenses.

*Upon request, this material will be made available in an alternative format such as large print, Braille or audio recording. Printed on recycled paper.*

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## Introduction

InspireMSP connects 6th–10th grade students from historically underinvested communities to immersive experiences in creative industries such as music, design, media, film, fashion, advertising, culinary arts, architecture, and more.

Funds for this project are appropriated in [Minnesota Session Laws – 2024, Chapter 120, S.F. 5289, Article 1, Section 2, Subdivision 3\(f\)](#). The amount available to the InspireMSP for SFY 2025 is \$95,000.00 (Minnesota Department of Employment & Economic Development is permitted to retain up to 5% of the \$100,000.00 appropriation for administration and monitoring of the grant).

## Summary of Goals and Objectives Presented in the Work Plan

InspireMSP connects 6th–10th grade students from historically underinvested communities to immersive experiences in creative industries such as music, design, media, film, fashion, advertising, culinary arts, architecture, and more. Through field trips, studio visits, creative workshops, mentorship sessions, and a flagship *Career Day* event, students gain direct exposure to professionals and industries that are often invisible to them in traditional educational settings.

MSP Inspire works directly with school partners across Minneapolis, St. Paul, and surrounding districts. All programming takes place during the school day, removing transportation, cost, and scheduling barriers. Programming is culturally responsive, led in partnership with diverse industry professionals, and designed to spark confidence, curiosity, and long-term career motivation.

## Participant Data

### Participants Served: Individual Services (cumulative)

	Project to Date: 7/1/2024 –6/30/2025
<b>Total Participants Served</b>	<b>1,481</b>
<b>(1) Gender</b>	
(1) Male	NA
(2) Female	NA
(3) Gender Non-Confirming/Other	NA
(4) Prefer Not to Answer	1,481
<b>(2) Age</b>	
(1) Under 14	NA
(2) 14-15	NA
(3) 16-17	NA
(4) 18-19	NA
(5) 20-21	NA
(6) 22-24	NA
<b>(3) Race/Ethnicity</b>	
(1) Hispanic/Latino	NA
(2) American Indian or Alaska Native	NA

(3) Asian/Pacific Islander	NA
(4) Black, African American, or African	NA
(5) White	NA
(6) Multi-Race or Other	NA
<b>(4) Education at Enrollment</b>	
(1) 8 <sup>th</sup> grade and under	NA
(2) 9th Grade-12th Grade	NA
(3) High School graduate or equivalent	NA
(4) Post-Secondary Education	NA
<b>(5) At-Risk Characteristics</b>	
(1) Limited English proficient	NA
(2) Participants who receive Public Assistance	NA
(3) Economically Disadvantaged	NA
(4) Participants who report a disability	NA
(5) High school drop-out – all participants included	NA
(6) Participants who are justice involved	NA
(7) Pregnant or parenting youth	NA
(8) Foster Youth	NA
(9) Participants showing as Homeless Participant/Runaway	NA
(10) Not employed at program enrollment – all participants included	NA
(11) Veteran – all participants included	NA

**Program Services, Activities, and Other Related Assistance**

	<b>Number</b>
1. Received Education or Job Training Activities	1,481
2. Received Work Experience Activities	1,481
3. Received Community Involvement and Leadership Development Activities	0
4. Received Post-Secondary Exploration, Career Guidance and Planning Activities	1,481

**Outcome Data**

<b>Indicators of Performance</b>	<b>Number</b>	<b>Percent Increase</b>
1. Total Students Served	1,228 students	+53%
2. Schools Engaged	22 public schools across 4 districts	+38%
3. Career Day Attendance	772 students + 70 chaperones	+48%
4. Volunteer Professionals	56 across all programs	+40%
5. Hands-On Career Trips	357 individual experiences	+70%
6. Student Confidence Growth	Avg confidence score increased 6 → 8/10	N/A (new metric)
7. Number of participants rating experience as “Excellent”		598
8. Number of participants rating experience as “Very Good”		43
9. Number of participants rating experience as “Average”		13

## Outcome Highlights

- Increased Student Reach by 50%: Grew from 800 to 1,200+ students served during the school year through trips, experiences, and events.
- Flagship Career Day Expanded: Hosted Career Day 2024 at Target Center with nearly 800 students, 70+ volunteers, and 50+ creative pros—and laid the groundwork for a two-day event in 2025 to serve up to 1,600 students.
- Partnered with 15+ New Creative Professionals/Organizations: Including architecture firms, film editors, advertising agencies, and cultural institutions—expanding industry access and representation.

### In post-experience surveys:

- Students increased their self-reported confidence in understanding creative industry careers from 3.2/10 to 8/10 after program participation.
- Over 90% of students were exposed to at least one new career path they had not previously considered.
- InspireMSP is seeing increasing examples of students applying their knowledge beyond the program, initiating peer projects and internal school campaigns related to marketing, communication, and storytelling.
- While this program does not track Diploma/GED or post-secondary placement due to age range, the focus on early pipeline development is showing strong signs of long-term impact.
- Each student was exposed to 8–10 creative careers per trip, including professions in marketing, broadcasting, architecture, design, event production, social media, and museum curation.
- Experiences were highly interactive, with students participating in real-world projects such as pitching marketing ideas, designing fashion concepts, or producing short-form video content.

Key life skills outcomes reported include: growth in public speaking confidence, increased comfort with self-expression and storytelling, better understanding of teamwork and creative process, and strategic thinking, budgeting, and time management.

## Story of Impact

When a group of 6th graders walked into SOLVE—one of Minnesota’s leading creative agencies—they weren’t just visitors. They were treated like creative collaborators from the moment they stepped through the door. InspireMSP partnered with SOLVE to immerse students in a real-world advertising challenge: how could Orville Redenbacher’s popcorn brand reclaim cultural relevance, especially with younger audiences? The twist? It could become the *official popcorn* of the upcoming **Minecraft Movie**, with a wild campaign moment involving popcorn flying every time someone says “Chicken Jockey.” With guidance from SOLVE’s team (half of the agency’s staff participated!), students brainstormed in small groups, worked through ideas, and pitched campaign concepts—many of which could rival actual pitch decks.

For Antonio, it was more than a fun field trip. It was a spark. He didn’t want to leave. He asked—more than once—if he could stay longer and keep working. And when he returned to school, he did exactly that. In the weeks that followed, Antonio and two of his classmates, Emil and Michael, took what they learned and ran with it. During their math review periods—time they’d already mastered—they began developing a promotional campaign for their school’s house program. According to their teacher: *“They are doing great so far, and I’m eager to share the final products. That SOLVE trip was so impactful. I couldn’t be happier with how our partnership with InspireMSP has gone this year.”*

But the story didn’t end there. Inspired by their initiative, SOLVE reconnected with Antonio and his team to provide feedback, creative coaching, and support through a *Work in Progress* session. The students took the advice to heart and returned with a final cut: a fully edited promotional video complete with sound effects, music, a clear concept, and a confident delivery. They didn’t just create something—they *owned* it.

## Expenditure Data

Expenditures from June 1, 2024 through September 30, 2025 for grant 5INSPIRE6300:

SFY 2025 Budget Category	SFY 2025 Budget	SFY 2025 Expenditures through September 2025
Administration	\$6,440.00	\$6,440.00
Direct Services/Project Staff	\$88,560.00	\$88,560.00
Contracted Services	\$0.00	\$0.00
Participant Wages and Fringe	\$0.00	\$0.00
Support Services	\$0.00	\$0.00
Direct Customer Training	\$0.00	\$0.00
<b>TOTAL</b>	<b>\$95,000.00</b>	<b>\$95,000.00</b>

## New Grant Funds

SFY2025 grant funds have been 100% expended. A new direct appropriation of \$142,500 state funds has been granted to the InspireMSP for SFY26-27 biennium.