BREAKOUT SESSION MINUTES

Session: Managing Student Scholarships
Session Leader: Elaine Turner, University of Florida

Everyone asked to introduce themselves and say what the #1 bragging point and #1 challenge.

#1 Bragging Point

- Donor generosity >$300K each year at the college level (Florida)
- Automated access database for scholarship donor and student information (Arkansas)
- 3rd or 4th year with online application – fine tuning system (Virginia Tech)
- Donor generosity >$900K each year in CALS (NC State)
- 48% of student receive scholarships (average is $1100) (Nebraska)
- One application for entire university; apply for everything online with one deadline; electronic (Murray State)
- Approximately $1M in scholarships to about half of students (Iowa State)
- Scholarship selection committee composed of a variety of faculty members (Iowa State)
- Reinvesting earnings from endowments so dollars given out increase (Mississippi State)
- General fund (Dean’s Fund or Advancement) – added to other funds (Mississippi State)
- Award $250K from College – departments have twice that; university level database system with one online application that considers for all 3 levels (created in house; person responsible welcomes questions: Helen Carter – 806.742.3144 ext. 254 or Helen.carter@ttu.edu); tracks awards at all levels (Texas Tech)
- Award $750K annual ($350k College; $400 departments) (Virginia Tech)
- Online College application due at one time of year; opens Dec 1 and closes Mar 1; scholarships range from $500-$4K (Georgia)
- Campaign in the school (faculty and staff contribute 1% of income over next 5 years)
- President’s scholarship breakfast generates faculty/staff pledges (FAMU)

#1 Challenge

- Managing information (UF)
- Short on money despite generous donors (UAK)
- Audits – challenge of reading the fine print – define “merit” and know how to interpret (VT)
- Obtaining funding for other programs outside of scholarships (international, internships, student travel) (NCSU)
- Getting students to write thank you notes (Nebraska)
- Lack of funding; county preference restrictions with older scholarships; leaves out some students (Murray State)
- Responsiveness of scholarship offers; competing for recruiting efforts; timeline (Iowa)
- How to qualify leadership experiences and extracurricular for students (Iowa)
- Getting students to apply (easy process, online, people don’t apply) (Mississippi State)
• Distribution across departments; age of programs impacts (Mississippi State)
• Using $ as a recruiting tool; how to allocate to continuing students; how to define scholarship (Texas Tech)
• Board of Visitors looking at scholarships and unused awards; disconnect between dollars released (VT)
• Matching students with donors; some donors require review of actual applications; accounting problems and approvals - getting the money to the student (UGA)
• Reviewing students accounts – where is the need
• Filtering money to students – (FAMU)

General Discussion

Student Development scope: encompasses a variety of events; Fund for Excellence can be used for faculty, student trips, department head to decide; Leadership & Achievement

Gold and Silver – meet GPA requirements; good for all 4 years (Texas Tech)

Few merit based scholarships is tough; have to prove financial need

Departments without eligible recipients hold money rather than shift money back

Donor student interaction is beneficial although time intensive.

Recommendation letters are not necessarily included with online application. What is the value?

Virginia Tech hosts an undergraduate symposium showcase.

Donor celebrations hosted at various times: fall (some early...others late); in conjunction with other events; football games.

Student Centered Challenges

Students are lazy; parents have always done things for them; students don’t read email; students have the perception of entitlement – shouldn’t have to do anything to get awards; students often think because they didn’t get an award one year they shouldn’t apply other years; students receive award letter and sign up for a scholarship thanking you writing class (required) – held for two days all day – students choose a time to come for them; receive what the thank you letter should look like; copy of donor agreement; take a picture and mail with letter; ability to revoke/waive awards.

Recognizing Donors & Student Recipients

NCSU hosts an annual donor gala on Sunday afternoon; students invited to attend; matched with donors; photo opportunities