

Scholarship Innovation:

How Funders and Communities are Meeting the Needs of Today's Students

February 22, 2018



Welcome!



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Today's Guest Presenters



Dr. Paul Perrault

Vice President &
Director of
Research &
Evaluation



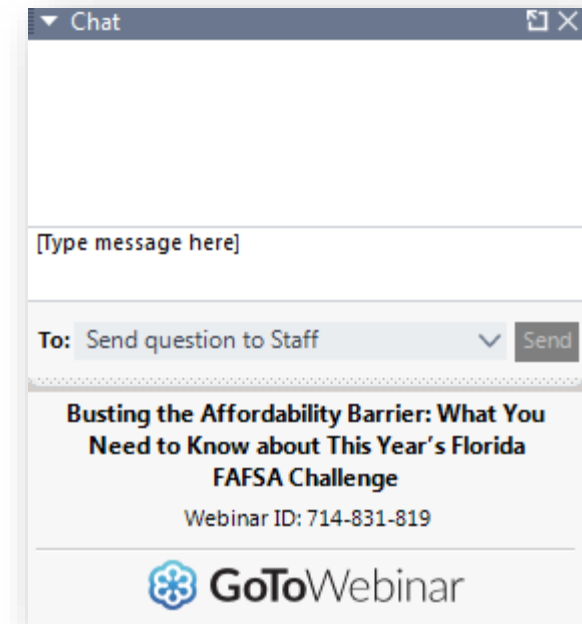
Michelle Boehm

Research &
Evaluation Analyst

Helios Education Foundation

Questions & Conversation

- Submit your questions in the question box
- Share on social media
 - @HeliosEdFnd
 - @FLCollegeAccess
 - #FCAN
 - #ScholarshipInnovation



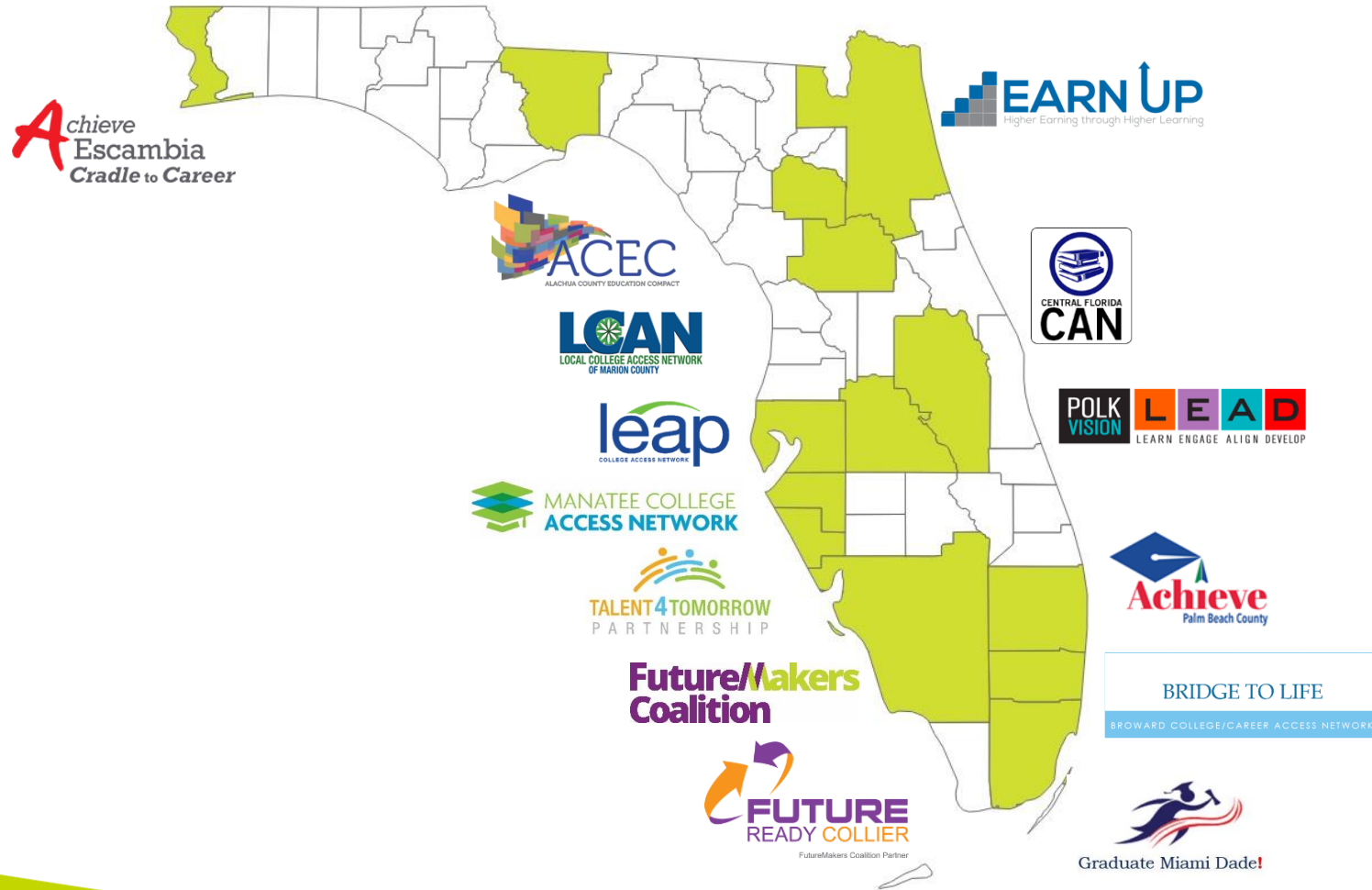
This webinar is being recorded; all materials will be available within a week of recording

Florida College Access Network

Our mission: To create and strengthen a statewide network that catalyzes and supports communities to improve college and career readiness, access, and completion for all students

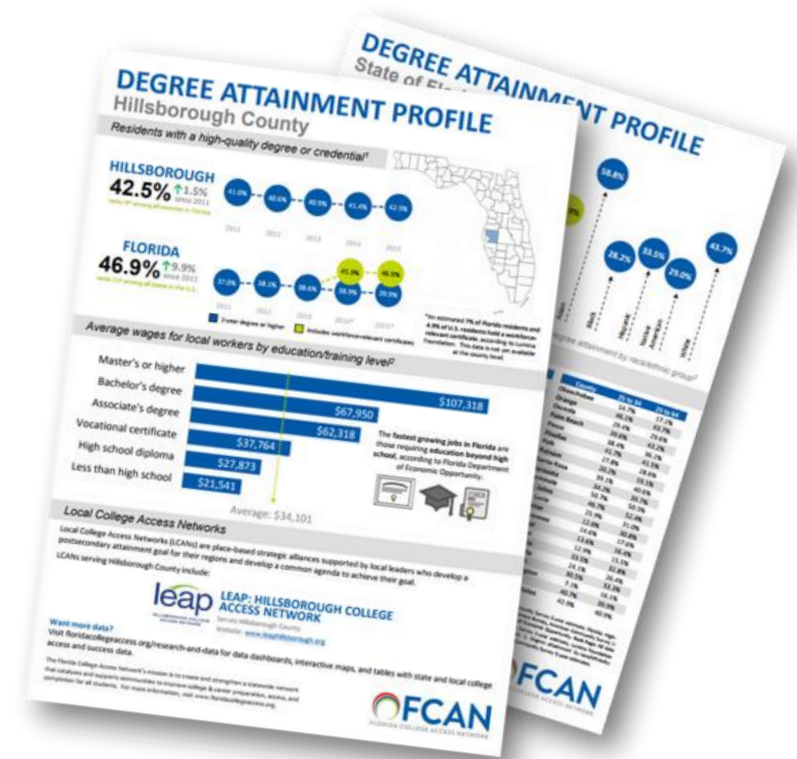
Our vision: At least 60% of working-age Floridians will hold a high-quality postsecondary degree or credential by the year 2025

Local College Access Networks in Florida



FCAN's Research, Data, & Policy Work

- Produce student-centered research & policy analysis
- Clearinghouse for college and career readiness, access and completion data
- Develop local, state and national partnerships and policy alignment around degree attainment



College Ready Florida



FLORIDA
FAF\$A
CHALLENGE

FLORIDA
COLLEGE
DECISION
DAY

Challenges with Traditional Scholarship Models



For funders...

- Scholarship criteria can be too narrow to market effectively
- Tracking outcomes are difficult – did students graduate?
- Administrative costs can be high



For Students...

Scholarships rarely cover all expenses for their full program

- Which leaves students scrambling each year looking for new scholarships
- Needs often extend beyond tuition and books



Beyond Traditional Scholarships



Scholarship Innovation

How Funders and Communities are
Meeting the Needs of Today's Students

Florida College Access Network Webinar

February 22, 2018

Presenters: Dr. Paul Perrault and Michelle Boehm

Helios[®]
Education Foundation

Goals for Today's Presentation

- Identify best practices from prior research on scholarship giving and effectiveness;
- Understand the challenges and limitations to traditional scholarship giving;
- Learn about new and innovative ways foundations and community organizations are serving their communities; and

Who We Are – Helios Education Foundation

Vision:

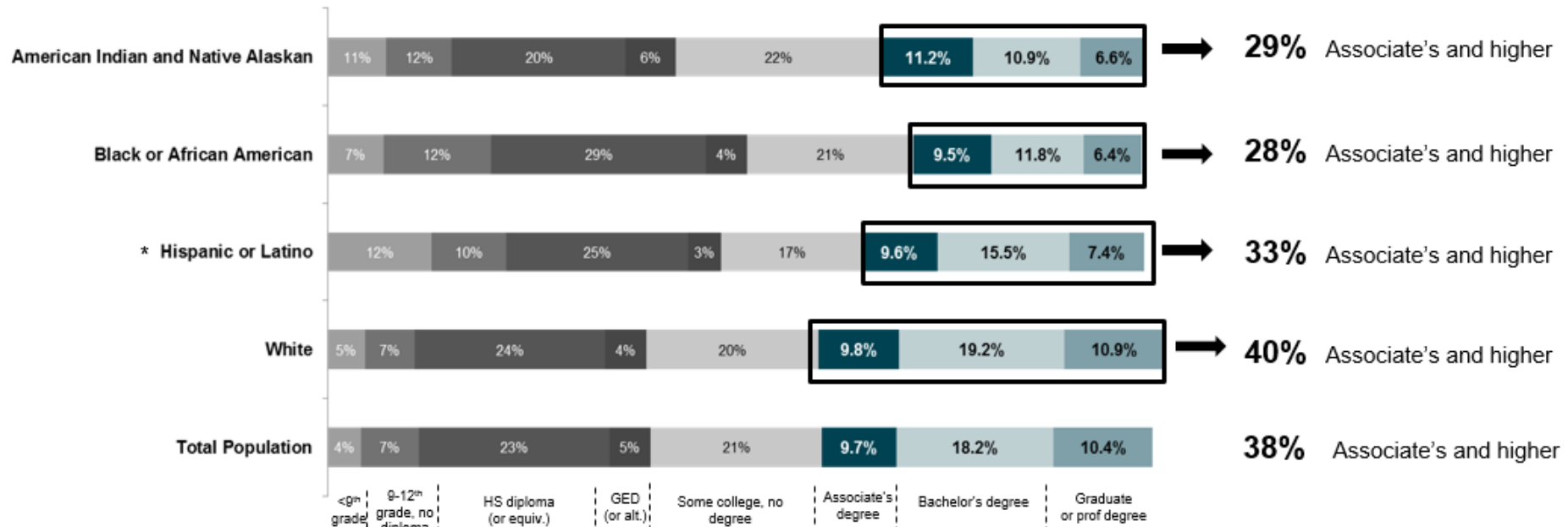
- Every individual in Arizona and Florida has the opportunity to attend and is prepared to succeed in postsecondary education.

Mission:

- To enrich the lives of individuals in Arizona and Florida by creating opportunities for success in postsecondary education.

The Problem:

Florida Postsecondary Attainment Rates



* Origin can be viewed as the heritage, nationality group, lineage, or country of birth of the person or the person's parents or ancestors before their arrival in the United States. People who identify their origin as Hispanic, Latino, or Spanish may be of any race, and are therefore not separately distinguished in Census Race data. Those who identify as "Hispanic or Latino" may also be included in other race data.

Data from the US Census Bureau 2016 American FactFinder (<http://www.census.gov/acs/www/>)

The Problem:

- Current scholarship models may not be tailored to fit **unique community needs**
- Financial aid falls short for **traditionally underrepresented students**
- Scholarships designed for incoming first-year students only are not structured to support **retention** and **completion**

Our Research

Explore opportunities to expand community foundation products to engage new and existing donors in funding innovative postsecondary access and attainment programs beyond just the traditional scholarship.



Best Practices in Scholarship Models

- Scholarship models are most effective when they:
 - *are renewable*
 - *are predictable*
 - *are simple and transparent*
 - *supplement institutional funds*
 - *incorporate incentives for academic success*
 - *include non-financial support services*



Best Practices in Scholarship Models

- Find the right amount of aid that works for your population. Each **\$1,000** has shown a 3-5 point percentage increase in enrollment;
- Establish contingency requirements (e.g., GPA or credits earned);
- Make scholarships renewable; and
- Try to have students be full time (or at least take 12 credits per semester).

Emergency Scholarships

Definition

- Financial assistance to students facing an **unexpected hardship**
- Hardship must **threaten** student ability to **persist/ complete**
- Are typically **one-time small** grants or completion scholarships (less than \$1500) that **do not need to be re-paid**
- **Proactive vs. reactive**

Emergency Scholarships

Eligibility

- Eligibility criteria vary widely
- Financial need
- Application process and documentation
- Minimum credit hour accumulation/GPA
- Minimum credit hour enrollment

Emergency Scholarships

Advantages

- Decrease negative impact of financial crises on student postsecondary success
- “Safety net” for persistence and completion
- Some programs include non-financial support services (e.g., personal, financial literacy counseling)

Emergency Scholarships

Completion Scholarships

- Target students on track for graduation in the next semester or year
- Financial gap requiring drop out
- Demonstration of financial need
- Student outreach

Completion Scholarship Models

- Reactive
- “Skin in the Game”
- Two-Pronged

Emergency Scholarships

Dreamkeepers Emergency Financial Assistance Program

- Over 40 current community colleges partners nationwide (e.g., Hillsborough Community College)
- Philanthropy and state-matching dollars
- Average grant \$445
- Most common uses include housing, utilities, meals, transportation, car repairs, child care
- 95% of recipients completed term; 88% enrolled in next term in 2011-2012

Emergency Scholarships

Considerations

- ✓ Definition of “emergency”
- ✓ Eligibility criteria
- ✓ Application process
- ✓ Disbursement of funds
- ✓ Marketing and awareness
- ✓ Sustainability of funding
- ✓ Data collection and evaluation of effectiveness



Performance-Based Scholarships

Definition

- Financial aid for low-income students contingent on **completion** of certain **academic benchmarks**
- **Paid directly** to students in **multiple disbursements** throughout the term
- **Supplement** other financial aid (e.g., federal and state aid)

Eligibility & Renewal

- Pell-eligibility
- GPA requirement and/or
- Course credit requirement

Performance-Based Scholarships

Advantages

- Ease financial burden on low-income students
- Incentivize persistence
- Incentivize on-time completion
- Encourage students to make “better financial decisions”



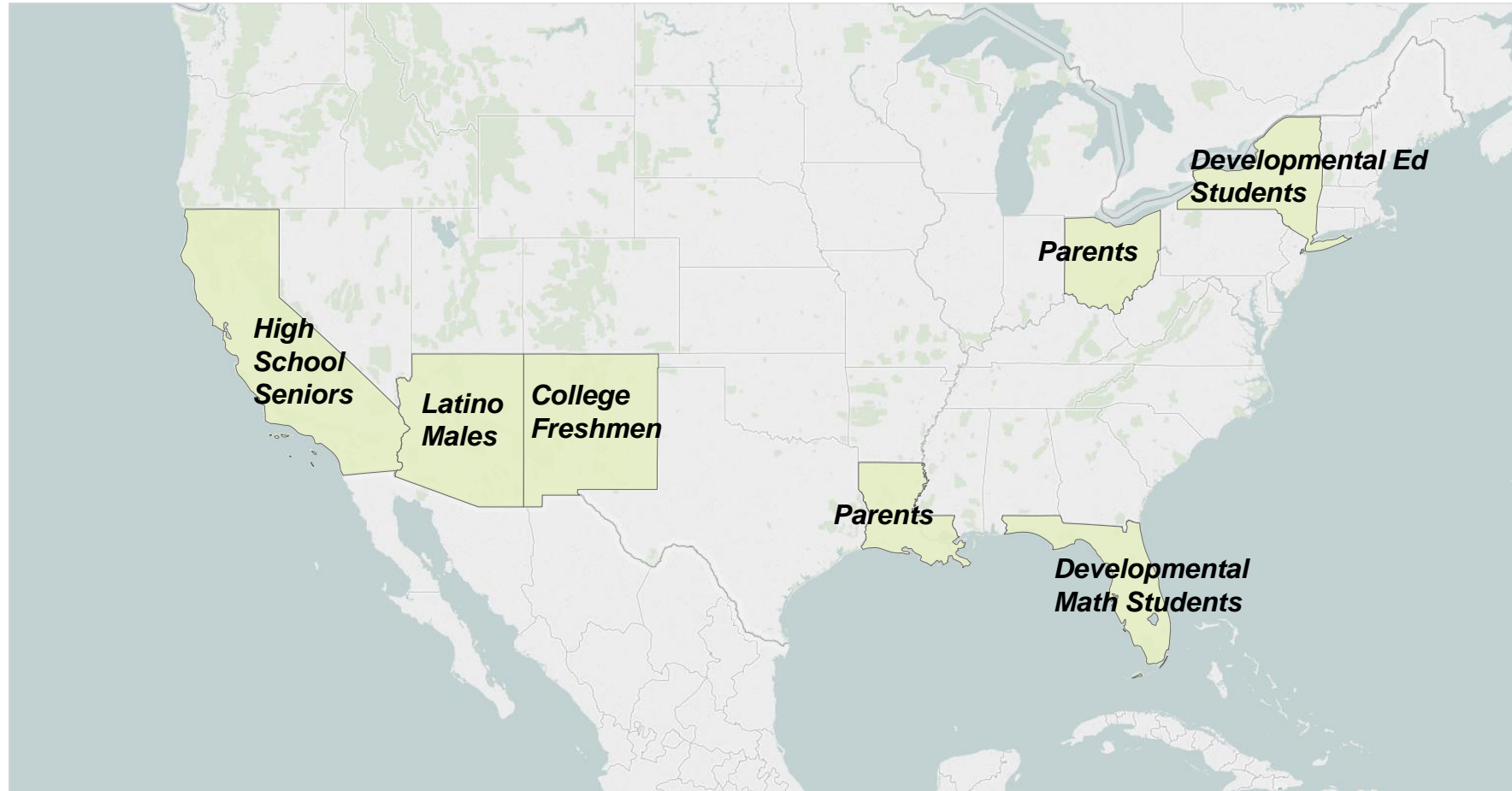
Performance-Based Scholarships

Evaluation (MDRC)

- Compared to a control group, students receiving a performance-based scholarship were, overall, more likely to:
 - Meet academic benchmarks
 - Earn more college credits by end of first year
 - Receive better grades (especially students with lower high school GPAs)
 - Earn a degree or certificate (Ohio)

Performance-Based Scholarships

States Participating in MDRC Evaluation of Performance-Based Scholarships



Wrap-Around Scholarships

Around the country we have seen states, school districts, and philanthropy focus on preparing students for college....but what happens when they get there?

Wrap-Around Scholarships

- Mentoring at college (e.g., peer mentor based on background or community)
- Academic tutoring
- Academic and career counseling
- Internship placements

- *Maricopa EXCEL Student Success program* is a great example that does most of these.

Additional Wrap-Around

- **Financial Aid with Student Supports**
 - *Accelerated Study in Associate Programs (ASAP)*
 - *Ann Arbor Area Community Scholarship Fund*
 - *Suder Foundation First Scholars Program*
 - *One Million Degrees*



Promise Scholarships

Promise scholarships are “institutional or place-based initiatives that address the challenge of higher education affordability by offering funding for students who live in the program’s geographic area.”

Promise Scholarships

- The first promise scholarship was created in Kalamazoo Michigan – *Kalamazoo Promise*.
- Today there are more than 150 Promise Programs in 37 States.
- Some states (e.g., Tennessee and Oregon) have adopted Promise Program for community or technical college.

Promise Scholarships

Requirements:

- Minimum high school attendance. Awards can be proportional.
- Some may require completion of college preparatory requirements, a certain GPA, a certain level of attendance in high school, and the completion of a career plan.

Promise Scholarships

- Rapid expansion of Promise Programs in the community college sector as part of the *College Promise Campaign*
- At least 23 of these programs across California
- *Long Beach College Promise*
 - Creates college-going culture early
 - Free first year tuition at LBCC
 - Guaranteed admission to CSULB
 - Academic and college counseling

Promise Scholarships

- Florida State College at Jacksonville's **FSCJ Promise**
 - Eligibility
 - Duval or Nassau county resident graduating from public high school
 - First-time college student, Pell-eligible
 - Renewal
 - Develop Academic Degree Plan with Student Success Advisor
 - Maintain 2.0 GPA, continuous enrollment
 - 60 hours of community service

Other Innovative Scholarships

- **Reentry scholarships**
e.g., Osher Reentry Scholarship Program
- **Reverse scholarships**
e.g., Community Foundation of St. Clair County
- **Microscholarships**
e.g., Raise.Me

Important Questions to Consider

- What is the problem you want to solve?
- What community are you going to serve?
- How will you measure if your work is making an impact?

Questions

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Conclusion



Save the Date!

2018 Florida College Access Network Summit

May 10th – 11th

Hyatt Regency Orlando

Featuring sessions on college access, affordability, success and completion

Register at FCANsummit.org



Join us for our next webinar

Getting to the Finish Line: Unique Postsecondary Barriers Adult Students Face

With guest speaker, Dr. Michelle Horton



Register at FloridaCollegeAccess.org/events