

Innovative Scholarship Models:

How Florida Philanthropy is
Addressing the Needs of Today's
Students

Building Philanthropy to Build a Better Florida

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Paul Perrault

Vice President & Director of
Research & Evaluation

Helios Education Foundation

Building Philanthropy to Build a Better Florida

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Panel



Ray Larsen
Vice President for
Collective Impact
Heart of FL United Way



Malaina Mote
Scholarships Coordinator
Southwest Florida
Community Foundation



Chuck Tiernan
Director, Community Impact
& Director, LEAP Network
Community Foundation of
Tampa Bay

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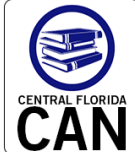


LIVE UNITED

DESTINATION: GRADUATION

Central Florida CAN Persistence Program

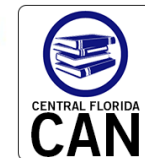
Ray Larsen



UNITED WE FIGHT.
UNITED WE WIN.

LIVE UNITED

The Central Florida CAN

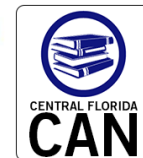


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Our Mission

“To help at-risk students overcome nonacademic barriers in order to stay in school and complete their degree”

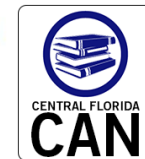
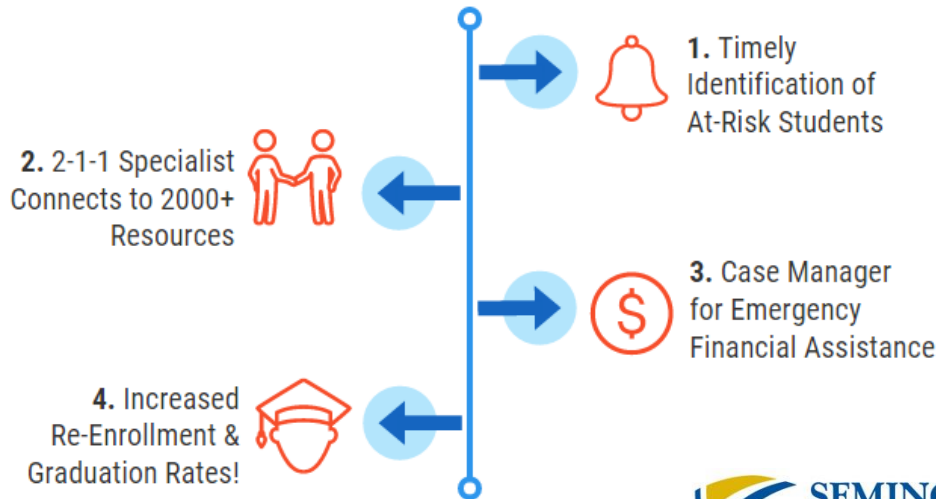


The Model



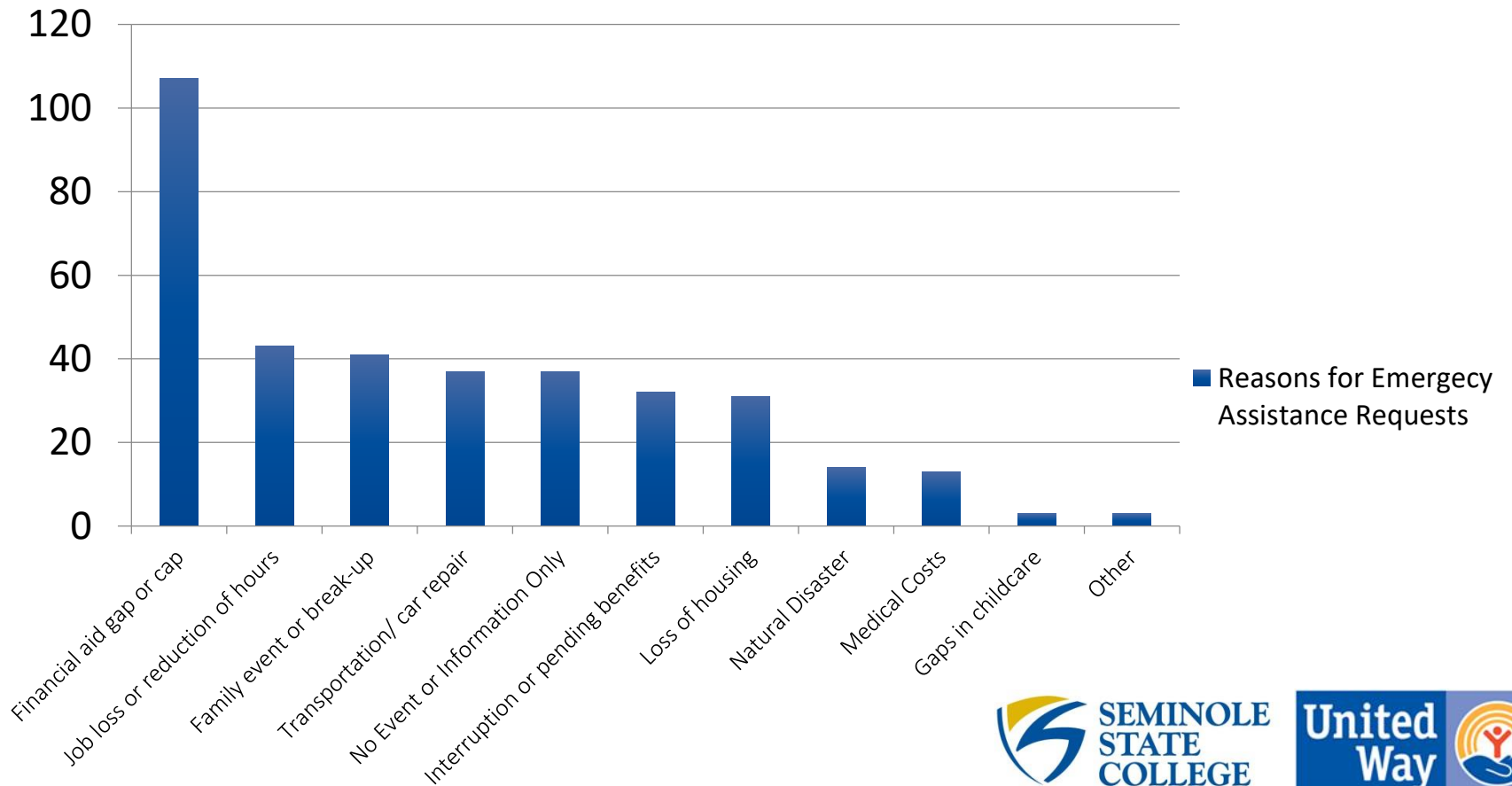
DESTINATION: GRADUATION

How It All Works



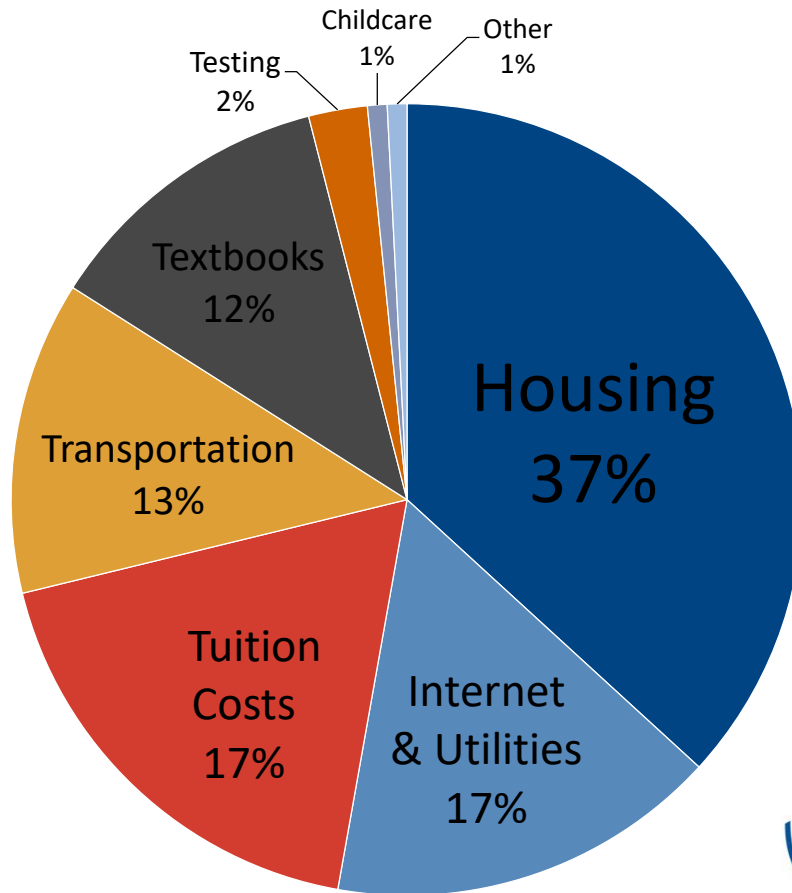
Metrics

Why Do Students Ask for Help?



Metrics

Types of Needs & Requests



Achieving Results

798 students assisted

83% persistence rate

Compared to:

- 71% of all Seminole State College students
- 68% of all low-income students
- **61% of low-income students in crisis**

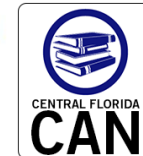
Impacting Lives

<u>Average Age</u>	31 (range 18-55)				
<u>Gender</u>	Male: 14 (47%)		Female: 17 (53%)		
<u>Race/ Ethnicity</u>	Black or African American: 48%		White/ Caucasian: 29%		Hispanic or Latino: 23%
<u>Employment Status</u>	Unemployed: 42%		Part-Time: 32%	Full-Time: 23%	Self-Employed: 3%
<u>Enrollment Status</u>	Full-Time: 58%		Part-Time: 42%		
<u>Eligibility</u>	Pell Eligible: 84%		First-Generation: 77%		Veteran: 17%
<u>Marital Status</u>	Single (Never Married): 74%		Married or Domestic Partnership: 16%		Divorced: 10%
<u>Children/ Dependents</u>	Yes: 52%		No: 48%		
<u>Referral Source</u>	Counselor/ Advisor: 55%	Email/ Website: 13%	Student/ Career Services: 10%	Financial Aid: 10%	Other: 12%

UNITED WE FIGHT.
UNITED WE WIN.

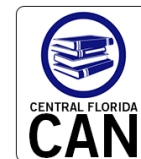
LIVE UNITED

Moving Forward



LIVE UNITED

Thank You!



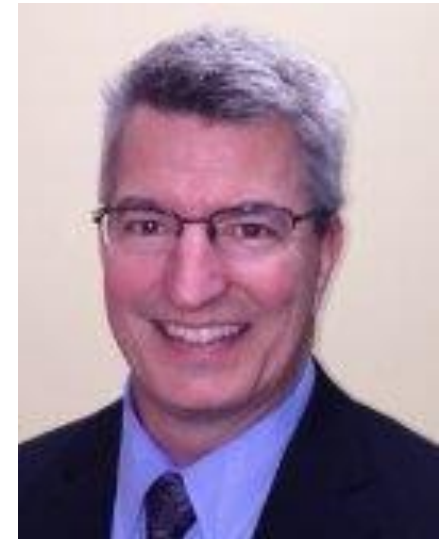
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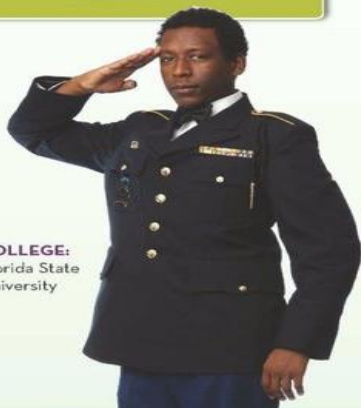
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Javonta
ARMY
OFFICER



COLLEGE:
Florida State
University

Gillian
MUSIC
THERAPIST



COLLEGE:
Florida State
University

Austin
PUBLIC
SERVANT



COLLEGE:
University of
Florida

Karlie
CHEF
RESTAURATEUR



COLLEGE:
Clemson
University

Southwest Florida Community Foundation

A Scholarship Model Focused on Equity & Access



Southwest Florida Community Foundation:
A Scholarship Model Focused on Equity & Access

Our Goal:

Make our scholarship process as
accessible and equitable as possible

Southwest Florida Community Foundation: A Scholarship Model Focused on Equity & Access

- Our idea of today's Student
 - Access vs. Attainment
 - Reality of inequities in attainment
 - Prioritization of personal demands
 - Single parent homes
 - First generation students
 - Immigrant parents
 - Parent's who refuse to help

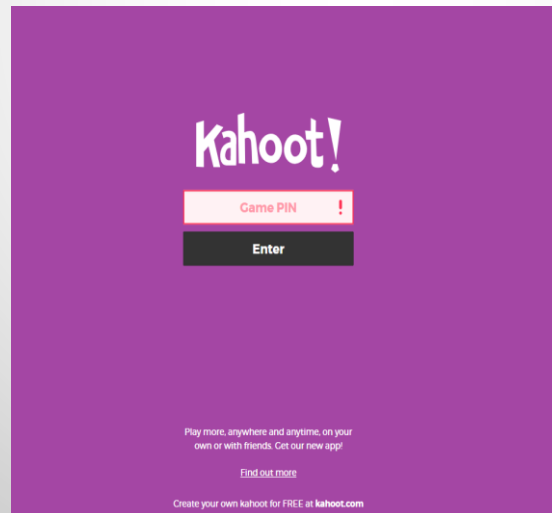


Southwest Florida Community Foundation: A Scholarship Model Focused on Equity & Access

- Outreach!
 - ✓ Engage
 - ✓ Prepare
 - ✓ Encourage



Share tips, pointers and resources with students to ensure they are most prepared for the scholarship application.



Get Ready for
SCHOLARSHIP SEASON 2018

Scholarship Applications
Apply online:
floridacommunity.com/scholarships

OPEN January 8, 2018
CLOSE March 4, 2018

Over \$500,000 awarded
through our over
50 competitive scholarship funds

For more info contact:
Malaina Mote, *Scholarship Coordinator*
scholarships@floridacommunity.com



Scholarship Applications

- **One Online Application**

- **Application Requirements**

- **At least one Letter of Recommendation**
- **High School Transcript**
- **500-word Personal Essay**
- **FAFSA Form**
- **ACT or SAT Score Report**



- Application and uploads are submitted online.
- Using technology to filter out scholarships a student is eligible for.
- Provide an online tutorial that includes helpful instructions.



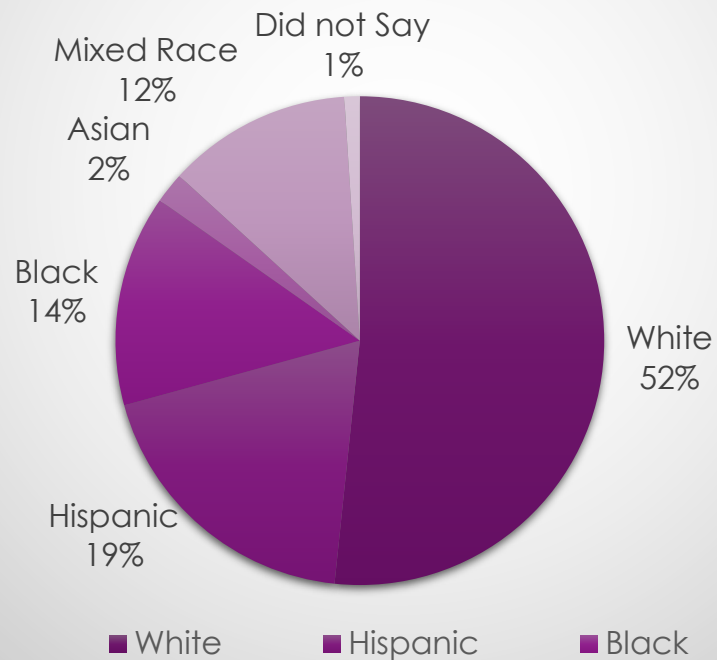
Southwest Florida Community Foundation: A Scholarship Model Focused on Equity & Access

FutureMaker's FAFSA first! Campaign
www.futuremakerscoalition.com/fafsafirst



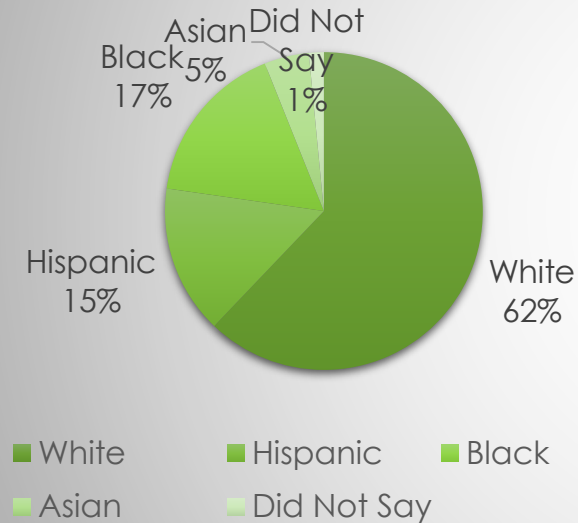
Basic Demographics:

2018 Applicants: Race Reported on Student's Application

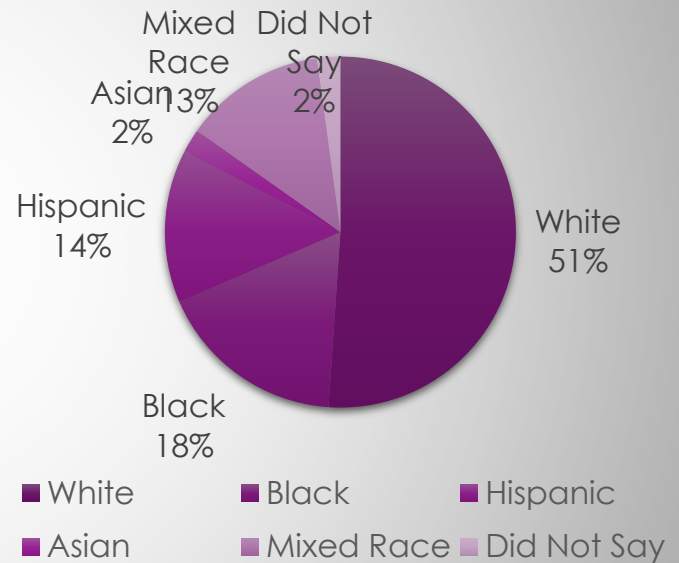


Basic Demographics:

2015 Recipient: Race Reported on Student's Application



2018 Recipient: Race Reported on Student's Application



Southwest Florida Community Foundation: A Scholarship Model Focused on Equity & Access

Review Process

- Scholarship Reviewer Recruitment
- Training
- Quality over Criteria
- Three Scores per applicant

The screenshot shows the 'Review Applications' page of the Southwest Florida Community Foundation. At the top left is the foundation's logo, which features a stylized house icon with three figures inside, and the text 'SOUTHWEST FLORIDA COMMUNITY FOUNDATION' below it. To the right of the logo is a 'Logout' button. Below the logo is a horizontal navigation menu with buttons for 'HOME', 'CONTACT US', 'ADMIN', 'DONORS', 'GRANTEES', 'SCHOLARSHIPS', 'REVIEWERS' (which is highlighted with a purple underline), 'MY PROFILE', 'ANNUAL GIVING & EVENTS', and 'CLIENT ADMIN'. Below the navigation menu is the main content area titled 'Review Applications' with a dropdown arrow. Under this title is a sub-header 'Review Applications' and a paragraph: 'Use the search function to locate applications for review. To select an application from the list, click "Details".' Below this is a 'SEARCH' section with a dropdown arrow. It contains a 'Grant' dropdown menu set to 'ALL', a 'Program' label, and a 'Search' text input field. Below the search field is a link for 'Advanced Search'. At the bottom of the visible section is the heading 'APPLICATIONS' with a dropdown arrow.

Southwest Florida Community Foundation: A Scholarship Model Focused on Equity & Access

FutureMakers Coalition

SWFL Regional Initiative for education, economics and life

Our Goal

55%

SWFL Adults will have a degree/credential by 2025

HOW



Enhance partnerships that support post-secondary attainment



Link workforce needs to post-secondary options



Ready and sustain student success through targeted support



Measure the work and adapt strategies for greater effectiveness

Contact Me

Malaina Mote

Southwest Florida Community Foundation

Scholarship Coordinator

239-274-5900

mmote@floridacommunity.com

The collage features several elements:

- Facebook Post:** A post from Southwest Florida Scholarships (@SWFLScholarships) with a post image showing four students: Javonta (Army Officer), Gillian (Music Therapist), Austin (Public Servant), and Karlie (Chef Restaurateur). The post includes statistics: \$600,000 in total award, 1000+ applications submitted, 107 scholarships awarded, 82 scholarships awarded through a competitive process, \$150,000 awarded through outside donor and designated funds, an additional \$100,000 through outside donor and designated funds, 70 reviewers scored applications, and 10 new scholarship awards.
- Twitter Profile:** The profile for Scholarships SWFL (@ScholarshipsSWFL) is shown, including the bio: "Awarding over \$600,000 in scholarships annually." and statistics: 134 tweets, 77 following, 48 followers, 425 likes, 0 lists, and 0 moments.
- Twitter Post:** A tweet from @FAFSA about Federal Student Aid, warning against student loan repayment scams and providing a registration link.
- Community Page:** A Facebook community page for Fort Myers, Florida, with a post titled "Our Story" from the Southwest Florida Community Foundation.
- Graphic:** A graphic with the Southwest Florida Community Foundation logo and the text: "If you would like to help others like them, please consider establishing a Scholarship Fund with us. It's so easy to".

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FUSE Scholarship

Paving a Pathway to Success



FUSE: The Program

USF + 8 State Colleges

Seamless Pathway into the *Major* at USF

Co-Advising

Access to USF facilities, events, activities every year



FUSE: The Partners





FUSE: The Benefits

- Clear View of Coursework Necessary
- No lost time & money on unnecessary classes
- Easier to tell that student is staying on track



FUSE: The Scholarship

Updates within LEAP Tampa Bay led to focused discussion – Vision was transparent

FUSE Program was already set up for students to complete efficiently – attractive to funding partners

Collaboration was already happening – now collaborate with \$\$ on table



FUSE: The Scholarship Process

HCC & USF sketched out how to best help students -
then discussed how the pieces fit

Scholarship distribution - embodying the spirit of FUSE

Multi-Institutional future required neutral “convener” -
Community Foundation of Tampa Bay





FUSE: The Scholarship “Spirit”

Scholarships to PELL eligible students with 20 credits completed “on path”
FUSE emphasizes staying on path – distributions based on credit attainment

- State/Comm. Coll. - \$500 at 20 credits – then \$500 for every 10 = \$2,500
- USF - \$1,500 at 30 credits, then \$1,500 again with next 30 credits

\$5,500 available total – can be used for “costs of attendance”



FUSE: Bringing the Vision Home

Transparency via LCAN brought funding partners to the table
from the start

Short-term: Pilot at the “founding” schools – work out the kinks

Long-term: Broaden with the process in place – new partner schools
will support sustainability through collaborative fund development



FUSE: Scholarship To Date

First donors – USAmeriBank Foundation & Helios Education Foundation – committed \$1.5 million with another \$1 million in matching available

Raised another \$110,000 before we've even finished our collaterals, including our first individual donor

Just granted our first 10 scholarships – expect 50+ more in Summer

Questions



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