



# OPEN LAB

## Developing Scholarships with Grad Program Revenue Funds

Reimagine **possible**

September 10, 2020

**Grad Lab**

Office of Social Work Student Services, Finance & Administration  
Department of Social Work  
College of Health & Applied Sciences



METROPOLITAN  
STATE UNIVERSITY  
OF DENVER

DEPARTMENT OF  
WORK

# Introductions

Meet the presenters:

- **Bailee Bannon Murray, MA**

**Associate Director  
Social Work Student  
Services**

- **Amy Middleton, MS**  
**Director, Office of Social  
Work Student Services,  
Finance &  
Administration**

Meet the attendees!





## GOALS for this session

- Explore the necessary steps to establish both **merit based** and **need-based** graduate student scholarships that are **funded by tuition revenue**.
- Discuss **budgeting** for scholarships.
- Share guidelines for **creating scholarships** that help you **recruit** and **retain** students.
- Share strategies for **effective timeline establishment**.
- Identify **key partners** in the Office of Financial Aid, Office of Graduate Studies and the Budget Office.
- **Connect and share ideas** as CHAS Grad Programs!

# Getting Started

## Budgeting

- Consider a portion of your revenue to automatically identify the amount in your scholarship line.
- Don't shy away from small scholarships.
- Consider a strategy that includes small and large scholarships and aims to fund a large group of students.
- When you are ready to move forward, email OGS and the Office of the Budget.

## Establishing the Scholarship Fund

- Reach out to the Office of Financial Aid.
- They do not need to know the details of each scholarship and type. They will establish the general fund linked to your masters revenue FOAP.



# Office of Financial Aid

Evan Van Sant, Scholarship Counselor  
[evansan1@msudenver.edu](mailto:evansan1@msudenver.edu)

Thomas Hernandez, Associate Director – Scholarships  
[thern11@msudenver.edu](mailto:thern11@msudenver.edu)

# Office of Graduate Studies

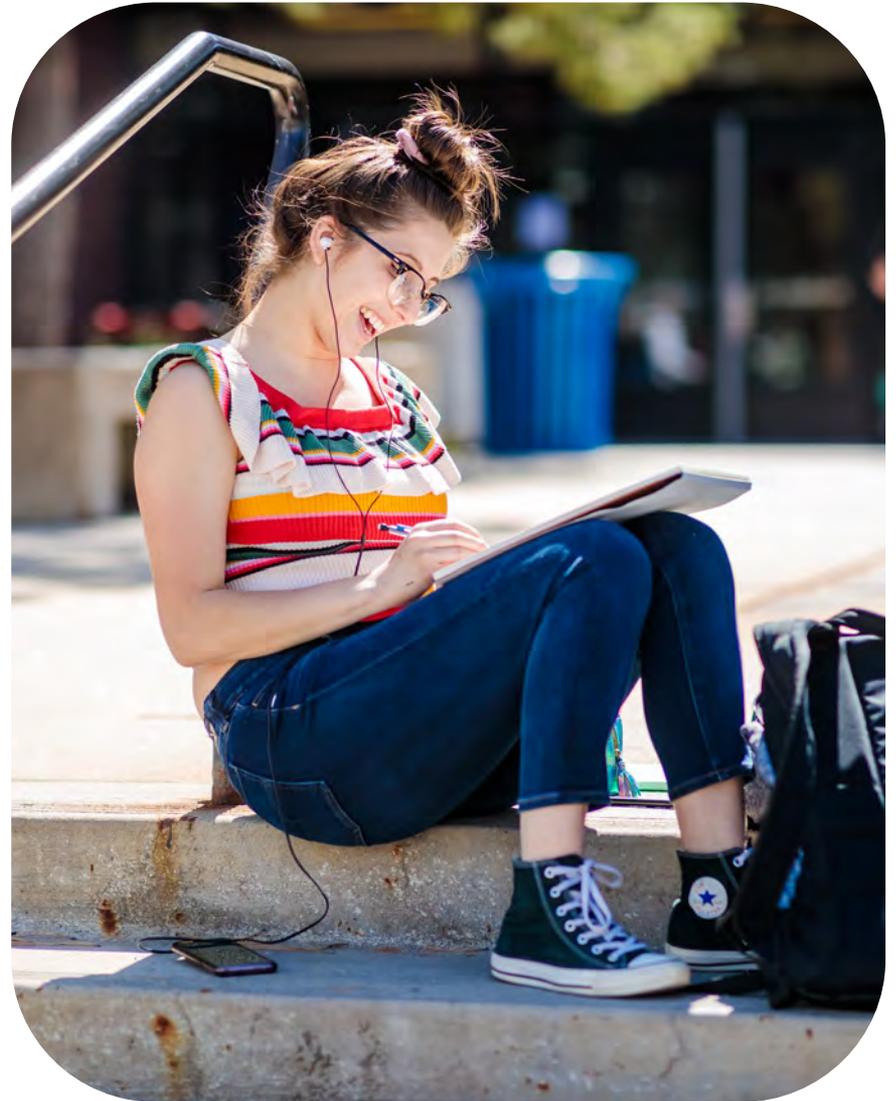
Chip Hagan, Financial Analysis Manager  
[vhagan1@msudenver.edu](mailto:vhagan1@msudenver.edu)

# Office of the Budget

Cipriana Patterson, Budget Director  
[cpatte17@msudenver.edu](mailto:cpatte17@msudenver.edu)

**Merit Based Aid:**  
Primary Objective =  
Rewarding talent

**Need-Based Aid:**  
Primary Objective =  
Offsetting cost



# Designing Merit Based Scholarships

- Your program's merit based scholarships help to establish your program's values and is a chance to further develop the culture of your grad program.
- Make sure they align with your strategic plan (recruitment, enrollment, retention and marketing goals).
- Embark on a creative brainstorming process to begin to identify your program's unique offerings.
- Scholarships are a critical part of the admissions funnel and an effective tool to increase your yield. Make sure they stand out!



# Designing Merit Based Scholarships

## Cultivating Ideas

- Create a committee of faculty and staff. Consider involving students!
- Be careful to avoid potential discriminatory practices. (Consult with Raul Sanchez, Executive Director, Office of Equal Opportunity & Title IX Coordinator)
  - *We learned from experience....*
- Explore scholarships from other institutions (especially your competitors)

[MSW Scholarships](#): *(Let's explore the Roadrunners Rising scholarship for criteria and language)*

# Merit Based Scholarship Elements

- Scholarship description (serves your mission)
- Scholarship criteria (how do students know they qualify)
- Application (typically includes personal statement)
- Review, selection, and award process
- Post award criteria (i.e remain in good standing)



# Need Based Scholarship Data

Student ID	Full Time / Part Time	Race	Gender	Age Band at Census	Residency Status	Veteran Status	GPA Cumulative	First Time Registered Y/N	EFC	Unmet need	Registered as of XXXX	Award
xxxxxx	GR - 900-Full Time	White	Female	25 to 29	Resident	No	0	Yes	0	\$17157	6	\$300.00
xxxxxx	GR - 900-Full Time	Hispanic	Female	25 to 29	Resident	Yes	3.2	No	\$150	\$6357	12	\$600.00
xxxxxx	GR - 900-Full Time	Hispanic	Female	35 to 39	Resident	No	4.0	No	\$10,900	\$1050	6	\$0.00

*For the 2019-20 aid year, students with an EFC between 0-5576 were considered high need (pell-eligible at the undergraduate level.)*

**Unmet need** is the gap between the cost of college and all student resources that do not **need** to be repaid, such as scholarships, grant aid, and a student's Expected Family Contribution (EFC)

**Expected Family Contribution (EFC)** is the amount estimated amount the student's family can contribute to the cost of college.

## Designing Need Based Scholarships

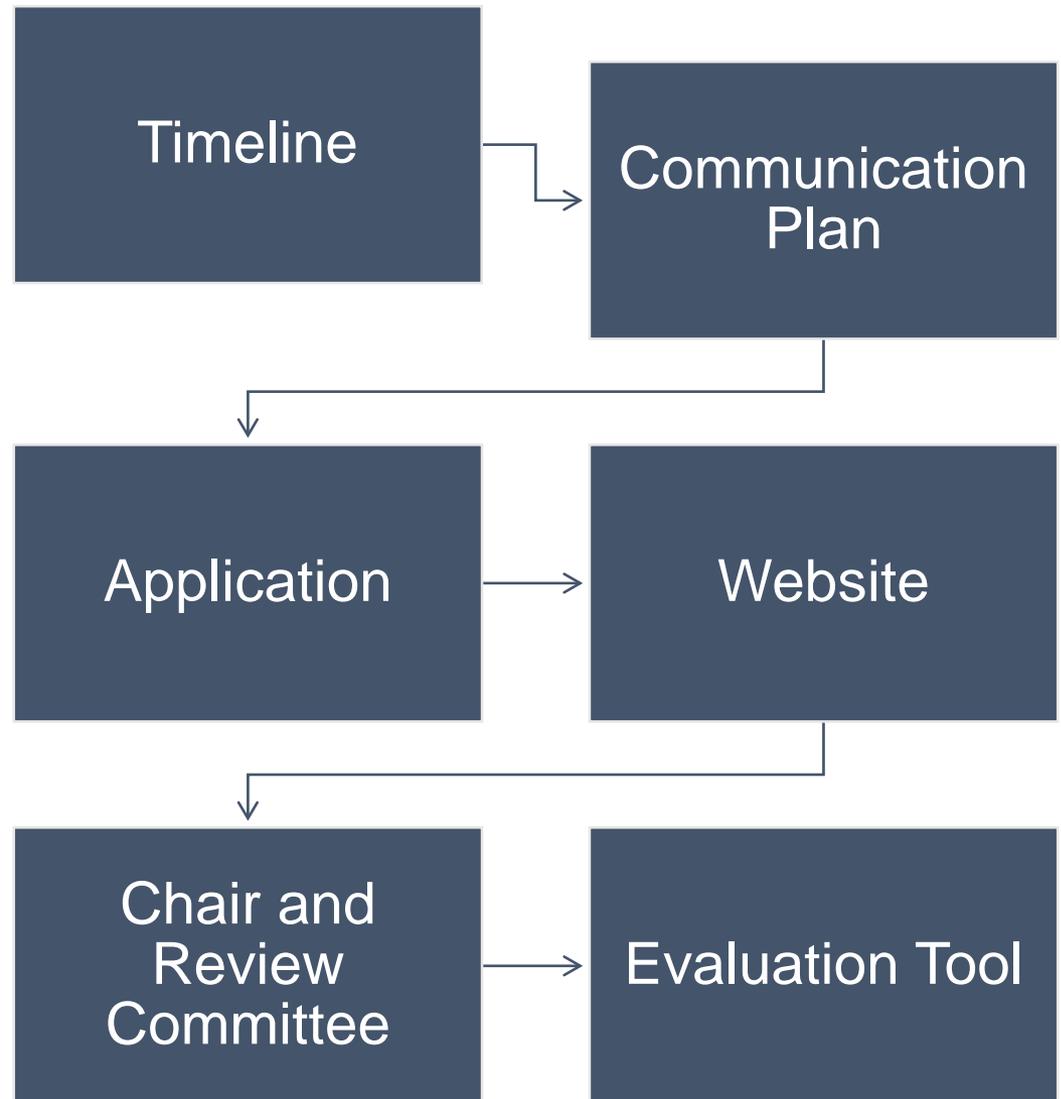
- Free Application for Federal Student Aid (FAFSA) & Dreamer Student Application for Institutional Aid (DAIA) – make sure your students are filling these out regardless of intention to take loans.
- Small awards are still appreciated by students. Consider a formula (e.x. \$50/credit or \$15/credit)
- Reevaluate and re-award every semester the student is enrolled.
- Consider giving them a name – a student can say, “I was offered an “Elevate” scholarship from MSU Denver!”
- Students do not need to apply for need-based scholarships.



# Need-Based Scholarship Elements

- A formula for awarding funds that includes EFC and or Unmet Need Data.
- A scholarship description and enough information on your website so students know what will be evaluated.

# Key Things Needed for a Successful Scholarship Cycle



# Timeline

Funding in graduate programs is **critical** and **timing** is important. Scholarships are a recruitment tool and a retention strategy that will increase yield and headcount if done well.

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## Things to consider:

- National and Competitor timelines
  - FAFSA
  - Other schools within the state of Colorado
- MSU Denver Dates and Deadlines
  - Cost of Attendance Letters
  - Registration
  - Tuition deadline
- Program
  - Confirmation of Enrollment or Intent to Enroll



# Communication Plan

## Finding Your Funding

As you gear up for graduate school, it is likely that you have money on your mind (in addition to the excitement of the academic and career journey you are about to begin, of course). To ease these financial woes, we at MSU Denver are committed to providing you with a quality MSW Program at a fraction of the cost of other MSW Programs.

Still, paying for graduate school takes careful thought and consideration. We have prepared a simple chart to provide an overview of the different avenues to research when considering how to pay for graduate school. If this table is loading properly on your device, you can **click here** to view this information on our website.

Type of Funding	Do I have to pay it back?	Do I qualify to apply?	Due Date	How to find out more:
Program Scholarships	No	Yes!	Open now!	<a href="#">Click here</a>

## Topics

- Scholarship Announcement and Application Information
- Reminders to Apply
- “Thank You” for applying with information about notification timeline
- Notification that student was selected or not selected for an award



## MSW Program Scholarship Application 2020-2021 Academic Year

These scholarship opportunities are available to both MSW Program applicants and continuing students.

The deadline for all MSW Program Scholarship applications is **March 2, 2020 at 11:59 PM.**

For more information about these scholarships, including eligibility requirements, [click here](#)

Are you a current graduate student in the Master of Social Work Program at MSU Denver?

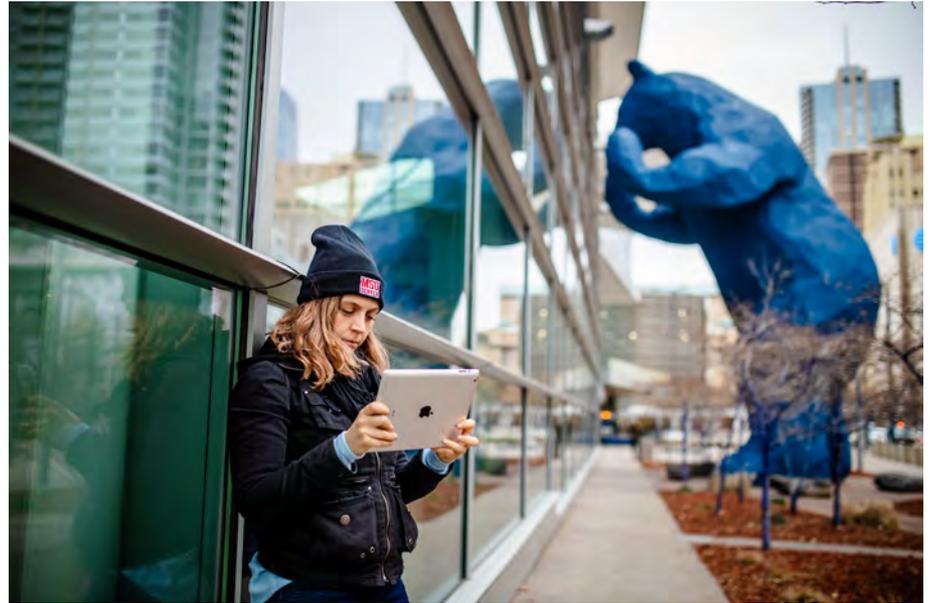
- Yes
- No



Application

# Website

## MSW Program Scholarships Finding Your Funding



We encourage all MSW Program students and applicants to take advantage of as many opportunities as possible to fund their education. This includes submitting the [FAFSA](#) or [DAIA](#) (undocumented, ASSET, DACA, or International student) application even if you aren't planning on taking out loans - this is what helps need-based funders find you! We also encourage graduate students to submit the [MSU Denver General Scholarship Application](#) in addition to applying for the MSW Program specific scholarships listed below.

### Merit & Special Interest Based Scholarship Awards

The following opportunities are available to MSW applicants and continuing MSW students. Please read the eligibility criteria carefully.

**Deadline for all MSW Program Scholarship Applications for the 2021-2022 academic year: March 1, 2021**



# Chair and Review Committee

Committee members can be

- Faculty
- Administrators
- University Members
- Alumni
- Community Members

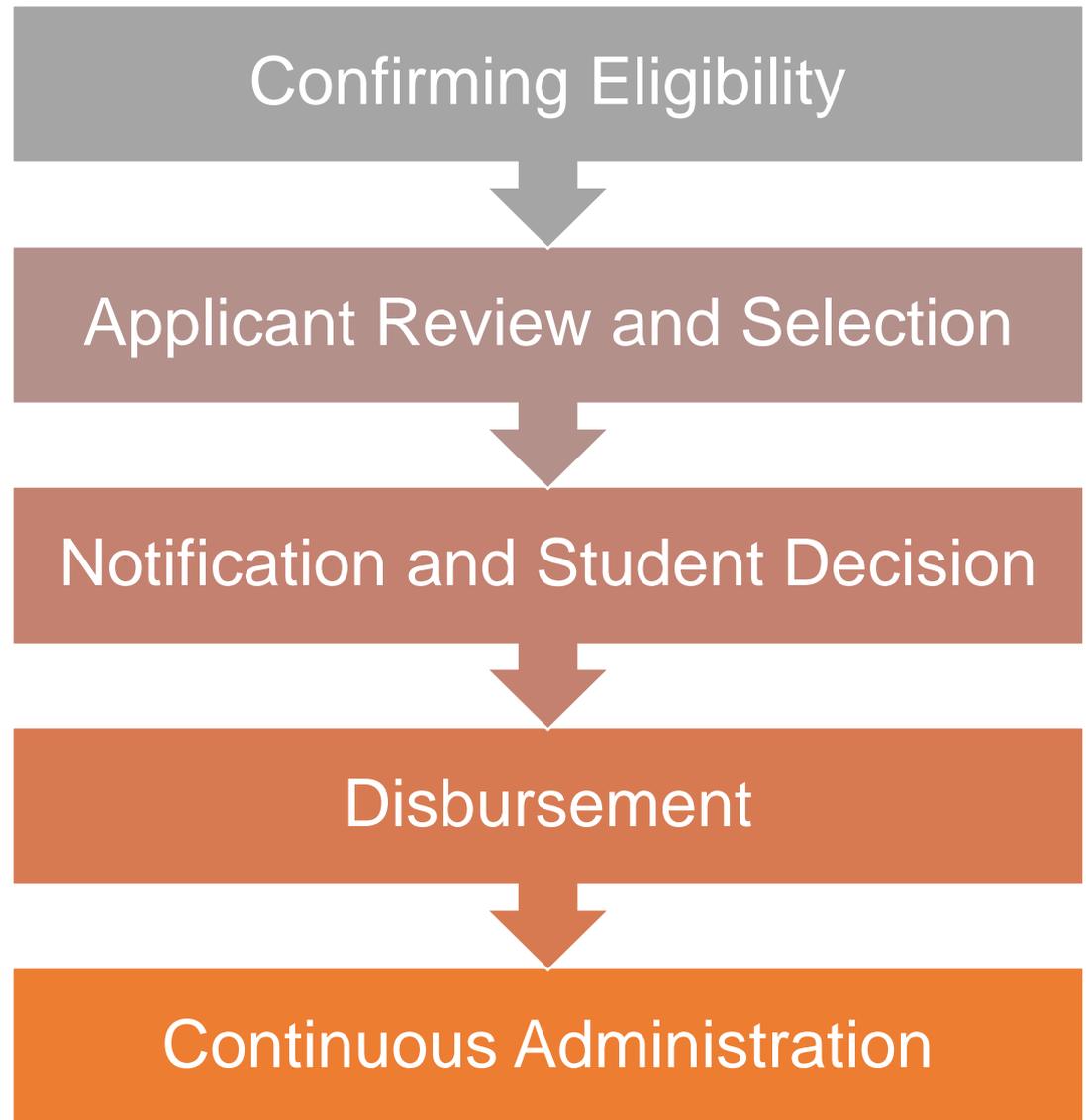
*Time commitment should be explained at the beginning.*

# Evaluation Tools

A woman with dark hair and glasses, wearing a blue blazer and a patterned skirt, is leaning over a desk. She is pointing at a document on the desk. A man in a dark suit, light blue shirt, and blue tie is sitting at the desk, looking down at a document he is holding. The background is a plain, light-colored wall.

- Rubric
- Rating Scale
- Ranking System

# Processes Needed for a Successful Scholarship Cycle





# Confirming Eligibility Process

- Program review to check for eligibility (GPA, acceptance into program, etc.)
- Financial Aid review to ensure that student is eligible to receive scholarships

\*If applicants are ineligible for any reason, do not review (saves a lot of time)



# Applicant Review and Selection



- Host a Pre-review meeting/training to discuss:
  - Expectations
  - Deadlines
  - Evaluation tools
  - Process for evaluating applicants
    - Review a few applications as a committee
- Assign eligible applications to reviewers
  - Try to make it an equitable process
- Host a Post-review meeting to discuss:
  - Successes
  - Challenges
  - Ideas for improvement for the next cycle

# Notifications and Student Decision



Dear E\*\*\*\*\*,

It is our pleasure to inform you that the Master of Social Work Program Scholarship Committee has awarded you the **Gerontology Scholarship**. You have been selected from a highly qualified applicant pool, reflecting our dedication and commitment to your success in the MSW Program at MSU Denver.

<b>Scholarship Name</b>	<b>Offer Amount</b>
Gerontology Scholarship	\$5,000

The scholarship amount will be divided equally across two semesters (fall 2020 and spring 2021). You must maintain good academic standing status while receiving the scholarship awards. Please let the Office of Social Work Student Services know that you have received this notification and would like to accept these awards by **Wednesday, April 15<sup>th</sup> at 8:00am**. If you have additional questions about scholarship disbursement and/or aid [eligibility](#) please email [msw@msudenver.edu](mailto:msw@msudenver.edu).

Once again, please accept our congratulations on this commendable achievement. Best of luck on your academic journey at MSU Denver!

**Bailee Bannon Murray, MA | Associate Director of Social Work Student Services**

**Office of Student Services, Administration and Finance | Department of Social Work | College of Professional Studies**

# Disbursements

Once all scholarship awards have been accepted by the student, email clear and concise spreadsheet to Financial Aid with the following information:

900#	Last Name	First Name	Scholarship Name	Total Scholarship Amount	Summer XXXX Disbursement Amount	Fall XXXX Disbursement Amount	Spring XXXX Disbursement Amount
900*****	A*****	E***	Bilingual	\$ 10,000.00	NA	\$ 5,000.00	\$ 5,000.00
900*****	R*****	D****	Diversity	\$ 5,000.00	NA	\$ 2,500.00	\$ 2,500.00

\*Don't forget to send denial notifications to those who were not selected for a scholarship

# Continuous Administration

- Ask for confirmation from Financial Aid once scholarships have been awarded each semester
- Track internally that students have been awarded
- Assess student's eligibility after grades are received to ensure they are still eligible to receive the scholarship if it is split across multiple semesters



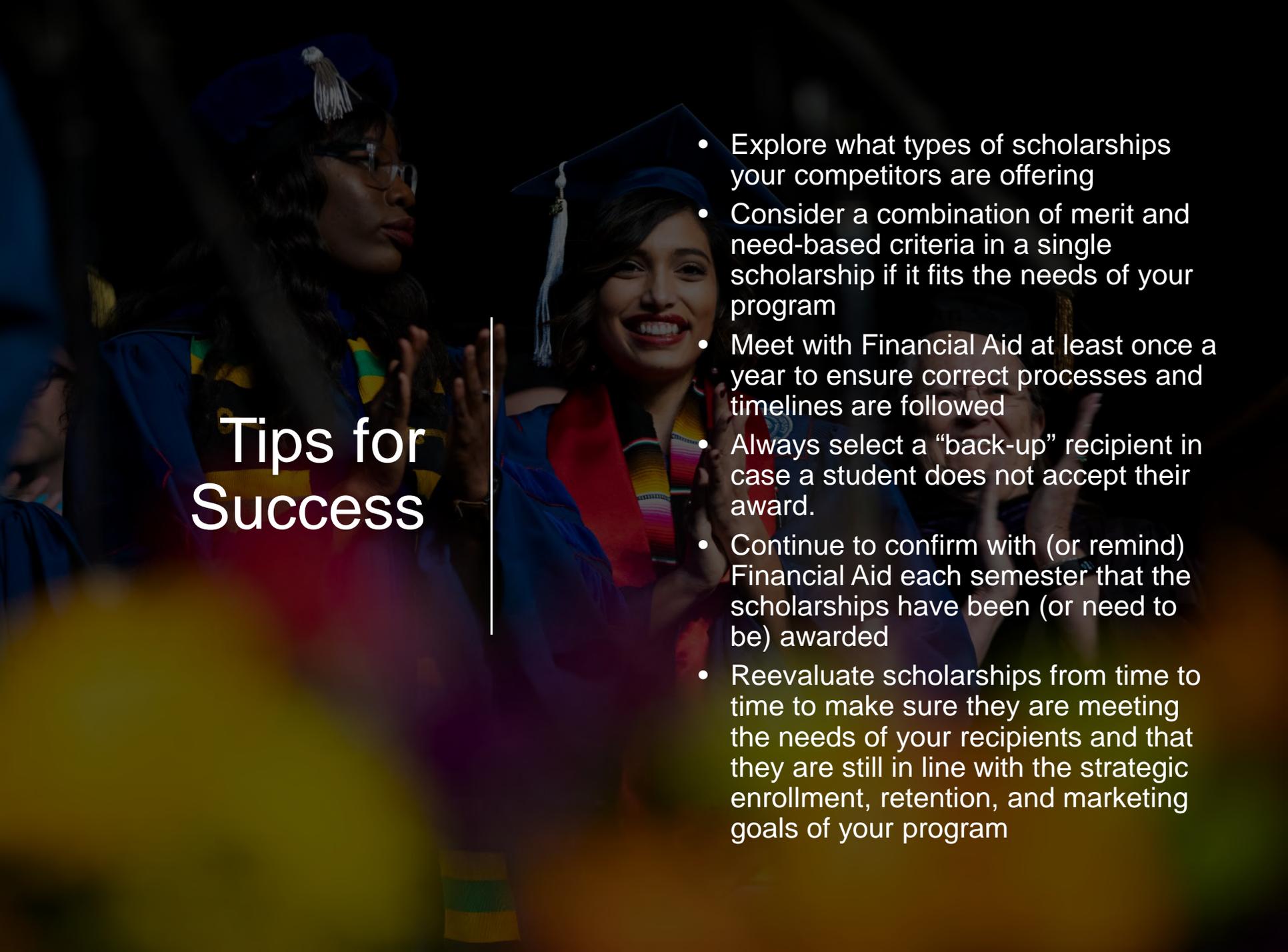
# Highlight and Recognize Recipients

- Department or Program Website
- College Newsletter
- Social media platforms

## 2019-2020 Bilingual & Bicultural Scholarship Recipient

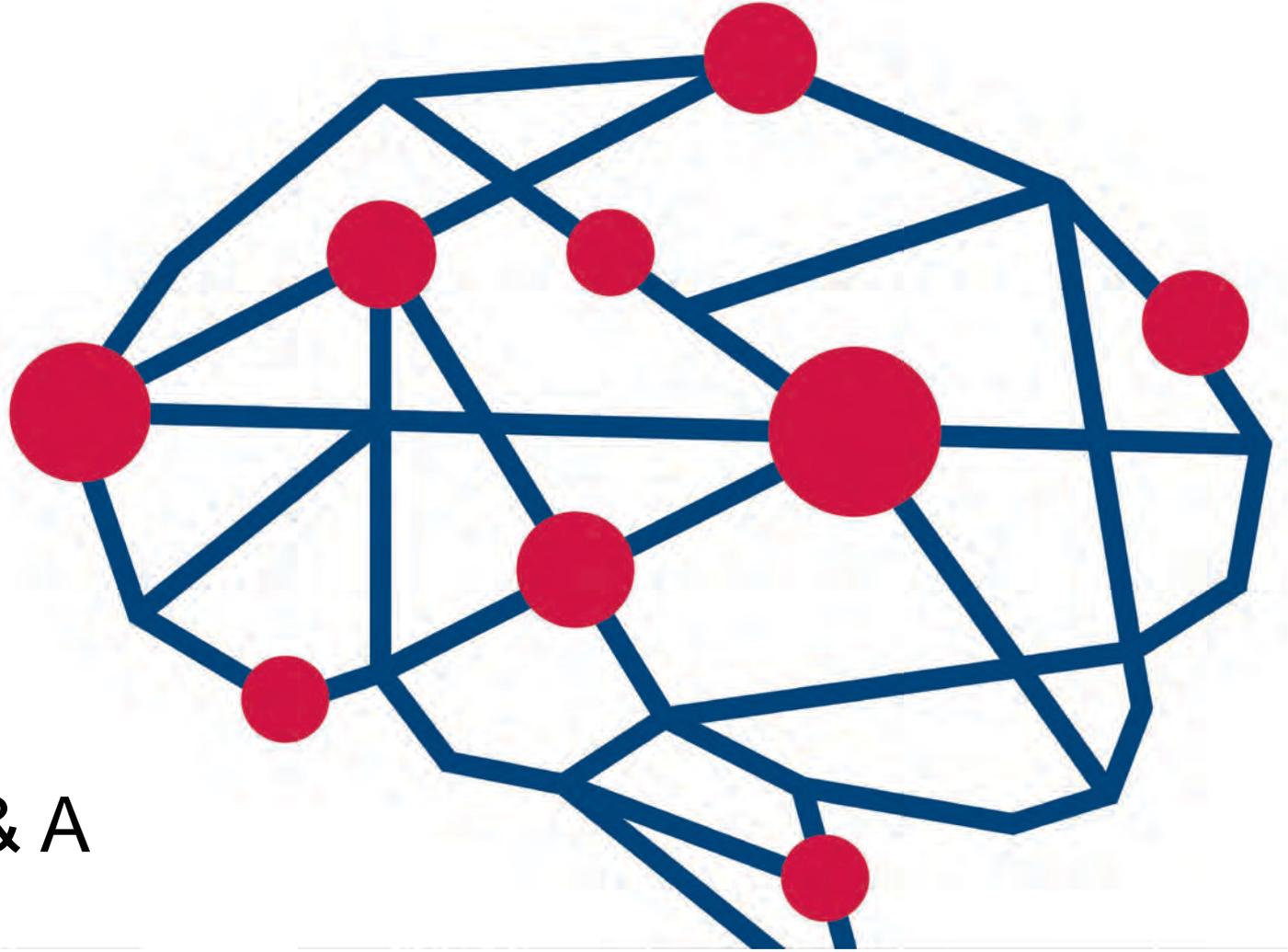


**Lourdes Mendoza** (left) is our 2019-2020 Bilingual & Bicultural Scholarship Recipient. This award was created by the faculty of the MSW Program in order to promote our mission to educate a diverse group of professional social workers. Selected students must be bicultural (Latinx/Hispanic) and bilingual (fluent in Spanish and English) with a commitment to the profession and to our program's mission and who are academically prepared for graduate-level work.



## Tips for Success

- Explore what types of scholarships your competitors are offering
- Consider a combination of merit and need-based criteria in a single scholarship if it fits the needs of your program
- Meet with Financial Aid at least once a year to ensure correct processes and timelines are followed
- Always select a “back-up” recipient in case a student does not accept their award.
- Continue to confirm with (or remind) Financial Aid each semester that the scholarships have been (or need to be) awarded
- Reevaluate scholarships from time to time to make sure they are meeting the needs of your recipients and that they are still in line with the strategic enrollment, retention, and marketing goals of your program



# Q & A