Resources, Tips, and Tricks for Scholarship Seekers in the Digital Age
Session Agenda

• General Scholarship Info
• Prepping Students for the Future
• Online Resources
Survey Says:

HIGH SCHOOL GUIDANCE COUNSELORS ARE IMPORTANT!
Where students found scholarships:

- High School Counselor / Newsletter: 33%
- Word of Mouth: 23%
- Independent Research: 4%
- Direct from Organization: 13%
- Scholarship Universe: 10%
- Other: 17%
SU’s Data Collection:

• **Southern Arizona High School Guidance Counselor Survey**
  – Regional pilot survey
  – Statewide survey launching today

• **Student Check Survey**
  – Students asked to complete a brief survey for each outside award we process
  – Survey ongoing, but so far has about 30% response rate
So, why are HS Guidance Counselors Important?

• You are in a position of trust
• You can start students down the right path in college
• You can help students to help themselves
• You may be only reliable source of info
Prepping your students for:

SCHOLARSHIP HUNTING IN THE DIGITAL AGE
Overcoming the Apathy

Searching for scholarships can be intimidating but:

• Doesn’t have to be painful process
• Doesn’t necessarily mean a lot of work
• Don’t assume there’s nothing for you
• Potential rewards are high
Financial Literacy is Critical!

• Many students take out a lot of loans
• Most students don’t understand financial aid very well
• Financial stress can be a significant reason for not completing college
While Financial Aid is complex, some simple things students should understand:

• 3 basic types of aid:
  – Awards (Free Money!)
  – Loans (Subsidized vs. Unsubsidized)
  – Scholarships (Merit vs. Need)

• Fill out our FAFSA!
  – Required for Awards and Loans
  – Often required for Scholarships as well
Teach your students to find resources!

• Digital research is essential to succeeding in Higher Ed
• Students need to learn to search smart – not hard
• Don’t just google it (but start there)
• Secondary sources and references
Scholarship Red Flags

- Fees, Subscriptions, Memberships, etc.
- SSN’s, Bank / Credit Card info
- Data Collection and Privacy Policies
- They’ll do all the work
- Advertising Platform
- If it seems to good to be true…
Advice for Students:

• Start thinking about college during junior year and plan accordingly
• Take ACT/SAT junior and senior year (maybe multiple times)
• Don’t wait till the last minute to apply
• Think about letters of recommendation early
• Stay active with extracurricular activities
A quick overview of:

ONLINE SCHOLARSHIP RESOURCES
Scholarship Matching Services 101

1. Collect Scholarship Data
2. Collect Student Data
3. **MAGIC**
4. Match Students to Scholarships
Additional Resources Generally Offered:

- College Finder(s)
- Career Planning Info
- Testing Info
- Walkthroughs / Guides
- Links to more resources
Fastweb works. Here's the proof.

$13K
Joanne – Brooklyn, NY

$44K
Andy – Concord, CA

$200K
Stephen – Troy, NY

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We can help you find money for school, even as colleges discover and recruit you. FREE!
Start now. Find money for college. Get found by colleges.

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Since 1998, we’ve helped millions of students, parents and counselors search 2.7 million local, state & national college scholarships & grants worth over $1.0 billion!

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Find FREE money. Get recruited based on your college selections and the information you provide in your profile. The best part is that it will only take you a few minutes to complete.

Find Colleges
We’ll make sure they find you, too. You tell us what is most important to you in a college or university and we will help you find each other.

We Help Educators, Too
Order FREE student resource materials for your school! Great for College Financial Aid Night, workshops, College Open Houses & visits, schools counselor’s offices and more.

Scholarships.com
Search Scholarships & Colleges On The Go!

Available on the
App Store

ANDROID APP ON
Google play
Scholarship Universe (Phase I)

• Exclusively for UA students
• Our staff searches and vets external scholarships – 3000+ in SU
• Matches students to scholarships they’re eligible for
Scholarship Universe (Phase II)

• Departmental App – allows scholarship process to run through SU
• Incorporating UA Internal Scholarships (will add 1800-2000 scholarships)
• Simplifies process for staff and students
• Multiple Scholarships, One Application
Statewide HS Counselor Survey

- We want to understand AZ’s scholarship landscape
- HS Counselors are a key part of that
- Results will be shared
- Please help us out by completing the survey!
How will you inspire your students?

- Break out into groups of 5-6 people
- In 10 minutes brainstorm ways to share scholarship resources with your students
- As a group, create a list of 3-5 of these techniques which would be most effective
- Report back on your list
Questions?
Contact Info:

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Online Scholarship Matching Services:

- **www.fastweb.com** — One of the largest and most up to date of the matching websites, fastweb.com provides many additional resources and is a good place to start.

- **www.scholarships.com** — Another one of the more popular sites, scholarships.com provides a decent matching search and additional college search features as well. They also has a detailed action plan for high school students to help them prep for college.

- **http://scholarshipuniverse.arizona.edu** — great resource for UA students specifically.

Other Online Resources:

- www.finaid.org — A useful site containing a lot of general information about Financial Aid, including an overview of aid types, Fin Aid calculators, and an FAQ section.

- www.studentaid.ed.gov — The Department of Education’s official site has some great resources for students at various points in their academic careers.

- www.scholarshiphelp.org — This site has info for students and parents on looking for and applying to scholarships. They also have a guide to essay writing for scholarships.


- www.lifehack.org/articles/technology/stop-wasting-time-how-to-search-like-a-pro.html — A guide to getting the most out of your google searches.
We Need Your Help!

To better understand the scholarship landscape in Arizona, we’re conducting a brief survey of our state’s high school counselors. We want to understand how counselors are involved in the scholarship process and how students are finding out about scholarships.

The survey should take no more than 5-10 minutes to complete. A summary report of the survey will be made available at the conclusion of the survey (any personally identifiable information will be removed). To complete the survey, please enter the following URL into your web browser:

http://studentvoice.com/az/hscounselor
What is Scholarship Universe?

Scholarship Universe (SU) is a service provided exclusively to University of Arizona Students. By answering a series of questions, students are matched to scholarships for which they are eligible. Our staff does the work of researching and vetting external scholarships so UA Students can spend more time on applying.

In addition, we’ve developed a departmental app to allow scholarship administrators at the UA to administer their scholarships through Scholarship Universe. This feature helps to: eliminate paper applications, streamline the application process, make reviewing and awarding easier, and much more.

If any of your students will be attending the University of Arizona, they can access SU as soon as they’re admitted and set up their NetID. So, please share this resource with them, as there’s no better way for UA Students to find and apply for scholarships than with Scholarship Universe!