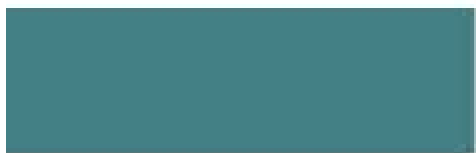




MI Student Aid Webinar Series
November Edition – Featuring Sallie Mae





Planning for College Scholarships: Sharing Best Practices and Tips

November 2016
Jennifer Chandler, Director of Business Development

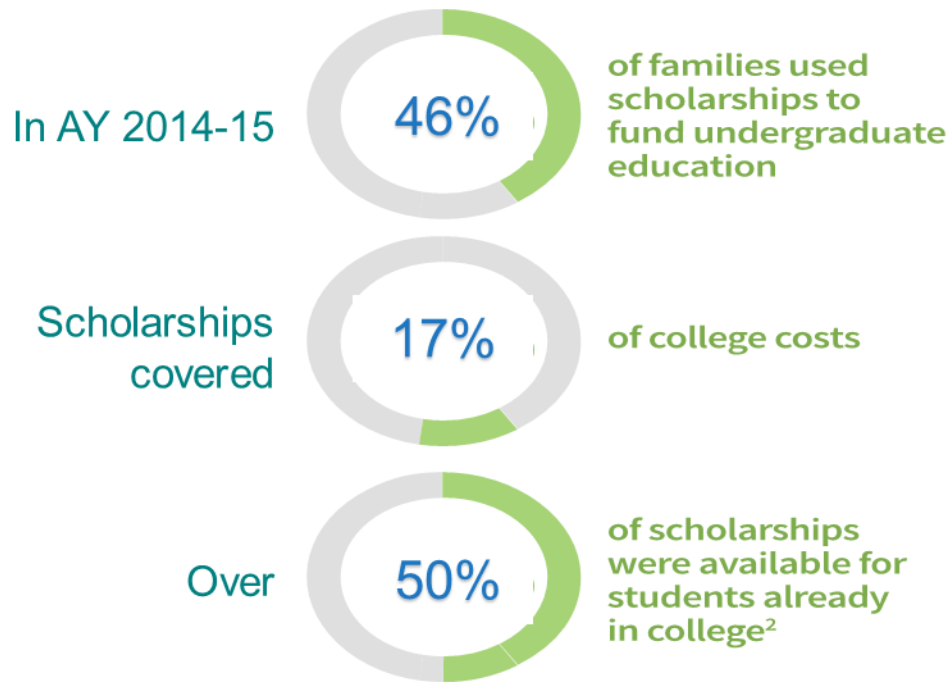


Scholarships Play An Increasingly Important Role In Paying For College

An important source of college funding for families¹

Average annual scholarship amount among undergraduates who used them in AY 2014-15

\$8,843



1. *How America Pays for College 2015*, Sallie Mae and Ipsos.
2. Source: Sallie Mae Scholarship Search database.

Find Free Money for College: Scholarships

Available for a range of skills and interests



Tall/short



Volunteers



Slam poets



Filmmakers



Chess players



Vegetarians



Bloggers



Darts players

Scholarships are awarded for a variety of reasons:

- Academic achievement
- Financial need
- Community involvement
- Organization membership
- Sports
- Talent or skill
- Leadership/School activities
- Ethnicity
- Religious affiliation
- Parent affiliation with work, club or activity



Scholarship Resources

- ▶ There are many resources for scholarships:
 - Local or community-based scholarships
 - Federal and state agencies
 - College-specific scholarships offered by the colleges your students are interested in attending
 - Religious organizations
 - Employers
 - Libraries
 - Private organizations or major companies
 - Online search engines that aggregate scholarship offerings and allow users to be matched to scholarships based a personal profile



Scholarships Resources

▶ Private Resources

- KFC Scholarships
- Coca-Cola Scholarships
- Wal-Mart Scholarships
- Exxon Mobil Scholarship
- Ronald McDonald House Charities Scholarships
- General Electric Foundation Scholarships
- Target Scholarships
- Scholarship America
- AT&T Labs Fellowship Program

▶ Examples of Free Search Engines

- Scholarship Search by Sallie Mae® provides free access to more than 5 million scholarships worth up to \$24 billion
 - SallieMae.com/ScholarshipSearch
- Fastweb features over 1.5 million scholarships worth up to \$3.4 billion
 - Fastweb.com/college-scholarships
- Big Future by the College Board offers scholarships, other financial aid and internships from more than 2,200 programs, totaling nearly \$6 billion
 - bigfuture.collegeboard.org/scholarship-search



Promoting Scholarships to Your Students

- ▶ Add scholarship information and links to the Counseling section of your website
- ▶ Host a Scholarships brown bag lunch
 - Invite previous scholarship winners to talk about their search and application experiences
- ▶ Host a Scholarship Essay writing workshop
- ▶ Partner with community-based organizations to send mailings or emails about scholarships
- ▶ Leverage school communications regularly sent to students
- ▶ Publish a Scholarships article in the school newspaper



Best Practices When Promoting Search Engines

- ▶ Look for search engines that offer:
 - FREE searches
 - Calendar listing scholarships by deadline
 - Filtering capabilities
 - By name
 - By deadline
 - By award amount
 - Rating of scholarships
 - Adjustable settings
 - Email alerts when new scholarship matches are available
 - The ability to save profile information
 - Responsive design (mobile-friendly)



Scholarship Basics

- ▶ Each scholarship will have its own set of eligibility criteria and application requirements
- ▶ Each will have its own deadline
- ▶ Applicants may be required to write an essay, pass a written exam, or complete a project demonstrating their potential
- ▶ Programs may specify how scholarship funds must be used, set time restrictions for disbursing the funds, or set a ceiling on qualifying family income
- ▶ Scholarship funds may be paid directly to the college
- ▶ Failure to meet certain requirements could jeopardize a student's ability to keep the scholarship

Keys to Scholarship Application Success

- ▶ Organization
- ▶ Honesty
- ▶ Following instructions
- ▶ Strong Recommendation Letters
- ▶ Neatness
- ▶ Meeting deadlines

Helpful Tips

Spreadsheets and online calendars can bring order to the application process

A scholarship resume can ensure all achievements are identified

Allow enough time for a recommendation to be written and thank the reviewer

Applications should be sent by certified mail to ensure receipt

Scholarship Essay Tips to Share with Your Students

- ▶ Create a lasting impression with the personal essay
 - The essay should convey background, experiences, ambitions, and personality
- ▶ Start early and allow plenty of writing time
- ▶ Organize thoughts in an outline first
- ▶ Create a strong introduction, supporting arguments, and an appropriate conclusion
- ▶ Ask family and friends for feedback
- ▶ Proofread, proofread, proofread!

Building Blocks of a Good Scholarship Essay



It's honest



It's original



It's inspirational and positive



It contains qualifications



Students and Parents Should Have a Checklist

- ✓ Make a plan
- ✓ Do their research
- ✓ Determine the combination of funding sources
- ✓ Get the help they need



Scholarships: Free money for college

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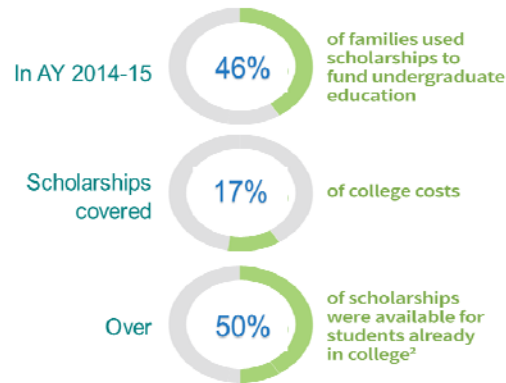


Darts players

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Scholarship Search by Sallie Mae can help

More than

5 million scholarships

Up to

\$24 billion in free money

Plus, it's

free & easy to use

Register and create your customized profile:



Eligible scholarships are automatically matched to your profile



Wide range of activities, interests, and affiliations



Email alerts for new matches



Scholarships can be shared with friends via social media

Registrants can enter the

\$1,000 monthly sweepstakes³

1. How America Pays for College 2015, Sallie Mae and Ipsos. Available at SallieMae.com/HowAmericaPays • 2. Source: Sallie Mae Scholarship Search database.
3. No purchase necessary. Void where prohibited. See official rules at SallieMae.com/SweepstakesRules.

Scholarship Search by Sallie Mae

Profile

My Profile

- Background
- Academics
- Activities
- ...

I am a

Student Information

Resident of: Citizenship:

[+] Add another

Gender: Male Female Ethnicity:

Age: [+] Add another

Get up-to-date alerts on new listings that match your profile

Yes, send me my new matches

No, thanks.

[Back to My Matches](#)

TIP If you don't see what you're looking for in the category options, it's because there is not currently a scholarship available in the database for that criteria. Check back often as scholarships are added daily.

Scholarship Matches

My Matches My Profile

My Matches

31 scholarship matches found

| ★ | SCHOLARSHIP NAME | DEADLINE | AMOUNT |
|---|--|----------|--------------|
| ☆ | \$1,000 College JumpStart Scholarship | 4/15 | \$1,000 |
| ★ | \$2,000 Student-Athlete Scholarship | 9/30 | \$2,000 |
| ☆ | Gen and Kelly Tanabe Student Scholarship | 7/31 | \$1,000 |
| ★ | ScholarshipPoints \$10,000 Scholarship | Monthly | \$10,000 |
| ☆ | \$1,000 Learn to Build an App Scholarship | 3/31 | \$1,000 |
| ☆ | C.I.P. Scholarship | 5/31 | \$1,000 |
| ☆ | SuperCollege Scholarship | 3/31 | \$1,000 |
| ☆ | \$1,000 Moolahspot Scholarship | 4/30 | \$1,000 |
| ☆ | Monthly \$1,000 College Tuition Scholarship | Monthly | \$1,000 |
| ☆ | Scholarship Detective Launch Scholarship | 5/31 | \$1,500 |
| ☆ | Me-ZU Scholarship | Varies | \$2,222 |
| ☆ | Virginia Commonwealth Award | Varies | Full tuition |
| ☆ | CKGF Scholarships | Monthly | \$2,500 |
| ☆ | American Fire Sprinkler Association High School Senior Scholarship Contest | 4/2 | \$2,000 |
| ☆ | Create Real Impact Contest | 4/18 | \$1,500 |
| ☆ | FiSCA National Scholarship Program | 4/1 | \$2,000 |
| ☆ | DoSomething.org Seasonal Scholarships | Varies | \$10,000 |
| ☆ | Varsity Tutors College Scholarship Contest | 4/15 | \$1,000 |
| ☆ | DefensiveDriving.com Scholarship | 4/30 | \$1,500 |
| ☆ | Copyright Awareness Scholarship | Varies | Varies |

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- No origination fees
- No payments while in school

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Salliemae.com/PlanForCollege



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