

<b>Project Name:</b>	<b>Common Scholarship Application (CSA)</b>
<b>MIU Round:</b>	Round 2
<b>Sponsor(s):</b>	Division of Enrollment Management, Office of Student Financial Aid
<b>Coordinator(s):</b>	Mary Hillstrom, Assistant Director; Abigail Rindo, Product Manager
<b>Report Date:</b>	Year 1, July 2011; Year 2, July 2012; Year 3, July 2013

**Project Specific Goal and Measures**

<b>Project Impact Measure(s)</b>	<ul style="list-style-type: none"> <li>• Develop and deploy a common scholarship application (CSA) module for students to use to apply for scholarships.</li> <li>• Increase the number of functions available on top of the base application.</li> <li>• Increase the number of schools, colleges, and departments using the CSA application.</li> <li>• Increase the number of scholarships available in CSA as well as the number appearing on the public website.</li> <li>• Increase the number of completed scholarship applications.</li> <li>• Broaden the availability of CSA to undergraduates in all schools and colleges.</li> <li>• Provide information on student financial need to scholarship officers so that it may be considered in the scholarship decision-making process.</li> </ul>
<b>Project Impact Data Source(s)</b>	CSA project staff will provide information about use of the application.
<b>Baseline Measure(s)</b>	Program did not exist before so baseline measures will be the first year usage data.

**General MIU Goals and Measures (applicable to project)**

F	Decreased achievement gaps	The CSA allowed Information about financial need to be more widely available to scholarship officers allowing discretionary awards to be targeted to the neediest students.
G	Attention to diversity in new hires	Open positions were recruited with the assistance of a consultant trained in diverse hiring practices. Positions were promoted in local minority-serving publications. Position notices were sent to the Urban League of Madison and Centro Hispano. A product manager was hired in September 2012 and a Developer position resulted in a failed search but will be readvertised in late summer 2012.

I	Unintended Benefits	Implementation of the CSA has brought scholarship officers together from schools and colleges that would have not otherwise worked together. Development of the CSA has prompted discussions about the feasibility of having a common scholarship cycle for UW-Madison students. Implementation of the CSA has increased scholarship applications from UW-Madison students, creating workload issues in the College of Letters and Science.
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## Progress Reports

Year 1, 2010-11

- Several modules were added to the base CSA functionality including:
    - a) Communication module allowing scholarship officers to communicate via email with scholarship applicants and awardees.
    - b) Awards module allowing gathering of metrics and statistics about usage of CSA and scholarships awarded.
    - c) Module to automatically generate spreadsheets from scholarship awards for direct uploading to the Bursar's Office disbursement program.
    - d) Online awards module allowing scholarship officers to streamline the awarding process and for students to review and accept awards online.
    - e) External evaluation module allowing scholarship applications to be assigned to faculty or administrative evaluators for online review and scoring.
    - f) Developed functionality to allow multiple choice questions in the online student application.
    - g) Developed a "My Profile" enhancement that allows students to keep track of activities (employment, volunteer service, leadership and extracurricular activities, awards, honors etc.) during their entire undergraduate career.
    - h) Started analyzing the business requirements for the reporting module.
  - Developed a staff training curriculum and documentation for four courses. A fifth class (Awarding) is being developed.
  - Piloted training, assessed feedback, and tweaked software interface for ease of use and enhanced security.
  - Usage in the first year began with 21 departments/schools. All seven school/colleges with undergraduates are using the CSA. Discussions are underway with other units with scholarships about the feasibility of using CSA.
  - 199 new scholarships were added to the public website since April 2010.
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Year 2, 2011-12

- Worked with CALS, L&S, and Engineering to synchronize the scholarship application cycle resulting in a scholarship award process that is better aligned with recruiting and in a record number of scholarship applications.
- Implemented CSA in all undergraduate schools and colleges. Provided training to new users and overviews of the product in order to recruit new users.
- Expanded training materials, established monthly user group meetings, and expanded online help and training documentation.
- Released eight new versions of the CSA to users, each with improved functionality, usability enhancements, and bug fixes. Enhanced the automated communications functionality allowing scholarship officers to more easily communicate with scholarship applicants. Developed the dynamic awarding functionality to allow scholarship offers to make more informed decisions and work towards institutional goals of supporting more first generation and low income students by including financial need information to scholarship officers.
- Enhanced student usability by developing a mobile enabled CSA portlet, allowing students to use the CSA from mobile/smart phones.
- Realized an increase in campus usage from 35% of potential users to 60%. 88 campus organizations utilized the public website, 75 campus organizations used the online application, and an additional 29 organizations plan to begin using it in the next application cycle.
- Redesigned the public facing website to comply with University Communication branding standards and to improve usability and enable analytics. 750 scholarships are now listed in the website include 197 that are based on financial need. Per month, the CSA website had 8664 unique visitors.
- 6,229 applications were submitted by 5,156 students. 720 students were awarded scholarships through the award functionality module of CSA (does not reflect all awards).

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Year 3, 2012-13

- Usage of the CSA for scholarships Increased by 21% from the previous year to 7,647 applications.
  - The number of students awarded scholarships through the CSA increased to 1,041 students (up from 720).
  - Scholarship dollars awarded through the CSA rose to \$2,269,375, up from \$1,457,302.
  - Increased the number of UW-Madison departments using CSA to process and award departmental scholarships. Participation increased from 60% of potential users to 87%.
  - Redesigned the public-facing website to make it device independent and more accessible for visually impaired users. 864 scholarships are listed (250 are need based). Monthly web traffic averaged 15,500, up from 8,500 the previous year.
  - Released nine new versions of the CSA to users, each with improved functionality, usability enhancements, and bug fixes. Functionality improvements include the addition of administrative upload functions and enhanced scholarship nomination functionality.
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