

Scholarships

Office of Scholarships

Introduction

The mission of the Office of Scholarships is to administer institutional, state, federal, and private scholarship programs to MSU students. The office staff provides information/services to students, prospective students, parents and the community regarding scholarship sources/application procedures.

The Office of Scholarships provides students assistance with: applying institutional/state/private scholarship awards to tuition/fee charges; identifying/awarding funds for which the student may be eligible; and providing information regarding college aid applications, costs, continued academic eligibility, TOPS, and non-resident fee waivers.

Services for distance education students are the same as described above. Services can be provided through email, electronic means, or by phone.

Performance Objective 1 Support enrollment of a highly qualified and diverse student population through the utilization of scholarship funding as incentive and reward.

1 Assessment and Benchmark

Benchmark: For first-time freshmen, achieve a scholarships offered to enrolled conversion rate [percentage of students offered scholarships that actually enroll] of 75%.

1.1 Data

Fall	Offered	Enrolled	Conversion Rate	Average ACT	Average GPA
2017	1144	734	64.2%	24.4	3.69

1.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

- The first enrollment class utilizing the new scholarship award strategy/grid was completed in fall 2017.
- The offered to enrolled conversion rate was 64.2%, below the desired benchmark of 75%.
- In the absence of final enrollment data, anecdotal data was used to update the academic scholarship awards/values for 2018-2019.

Plan for Improvement:

- Another year of data will be collected/analyzed before reviewing/revising the benchmark.
- Collaborate with Recruitment/Admissions to provide at least one additional text/email contact with students regarding scholarship offers.
- Collaborate with RNL to devise/implement appropriate award strategies.

2 Assessment and Benchmark

Benchmark: For transfer, international, and graduate students, achieve a scholarships offered to enrolled conversion rate of:

- $\geq 80\%$ for transfer students.
- $\geq 30\%$ for international students.
- $\geq 80\%$ for graduate students.

2.1 Data

Fall	Offered	Enrolled	Conversion Rate
2014-TFR	60	52	86.7%
2017-TFR	37	25	68.0%
2014-INTL	45	16	35.6%
2017-INTL	68	15	22.0%
2014-GRAD	78	64	82.1%
2017-GRAD	54	37	69.0%

2.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

- Modifications to award policies/strategies made since 2014 provide inconsistent comparisons. The established benchmarks were not met.
- The transfer evaluation and Banner documentation processes have severely impacted the early scholarships award process of these award types.

Plan for Improvement:

- Collaborate with Admissions and Registrar to develop a solution to the evaluation and documentation processes that will allow the earlier processing of transfer, graduate, international scholarships.
- Update this assessment and benchmark to more accurately reflect the scholarship strategies now in place.
- Collaborate with RNL to devise/implement appropriate award strategies.

Performance Objective 2 Ensure timely and accurate monitoring and reporting to maintain compliance with all regulators.

1 Assessment and Benchmark

Benchmark: $\geq 95\%$ audit compliance (no material audit findings) on legislative, TOPS, Foundation, and internal audits.

1.1 Data

2016-2017:

- Annual MSU Foundation and state legislative audits revealed no deficiencies in the scholarship programs - representing 100% compliance.
- No internal audits of scholarships operations were conducted during 2016-2017.
- The Louisiana Office of Student Financial Assistance (LOSFA) conducted an audit of TOPS and other state financial aid programs. No findings were identified representing 100% compliance.

2017-2018:

- The annual MSU Foundation audit revealed no deficiencies in the scholarship programs - representing 100% compliance.
- No internal audit of scholarship operations were conducted during 2017-2018.
- The state legislative audit has not concluded at the time of this report. Results will be reported during the next year's report.

1.1.1 Analysis of Data and Plan for Continuous Improvement

2016-2017:

- No deficiencies were revealed in the Foundation, Legislative, or LOSFA audits.
- Although no findings were identified in the LOSFA audit, an internal review of sample items identified a potential problem in the TOPS grade reporting program which was corrected prior to the completion of the audit.
- The weekly overaward reports have significantly aided staff in timely identification of possible problems for NCAA and TOPS students. The Scholarships Office staff continues to collaborate with Athletic personnel to update Athletics Procedures Manual.

Decisions based on results:

- Staff continue to better utilize functions of Banner in updating processes while written documentation of processes/procedures is inadequate.
- NCAA policies continue to require review/modifications to athletic policies/procedures.

Actions to be continued:

- Staff training/development/delegation to better utilize Banner resources.

Actions to be revised:

- Athletic/scholarship policies/procedures
- Update of scholarship policies/procedures
- College/department listing of Foundation scholarships

2017-2018:

The benchmark was exceeded. Although the legislative audit is not complete, it was revealed that the written policies and procedures regarding the scholarship committees and award guidelines should be updated.

Plan for Improvement:

- Update the Scholarship Committees/Award Procedures provided to the Legislative Auditor
- Update the Banner Scholarship Data Entry Procedures
- Implement a schedule of policy/procedure review of two policies annually. The policies/procedures to be updated in the coming year are: Foundation Departmental Selection Procedures and Non Resident Waiver Processing.

2 Assessment and Benchmark

Benchmark: $\geq 95\%$ of institutional/state reports completed by required and self-imposed due dates.

2.1 Data

Project Management Timeline:



Project or Report	Target Date	Completion Date		
		2015-2016	2016-2017	2017-2018
TOPS Billing (Fall)	10/1	10/1/15	9/28/16	9/27/17
TOPS Billing (Spring)	3/1	2/17/16	2/16/17	3/1/18
TOPS Grades (Fall)	1/8	12/17/15	12/16/16	12/14/17
TOPS Grades (Spring)	6/10	5/23/16	6/10/17**	5/23/18
TOPS Grades (Sum)	8/10	8/3/15	8/2/16	8/8/17
BOR-5	7/31	7/24/15	7/27/16	7/31/17
Rockefeller Status Report (established by agency)	9/23*	9/14/15	9/19/16	N/A
Rockefeller Grades (established by agency)	9/23*	7/8/15	9/19/16	N/A
Initial Scholarship Awards	12/20	12/11/15	10/17/2016	10/3/17
Remaining FTF Awards	4/1	3/31/16	N/A	N/A
Recipient Thank-Yous	12/01	11/15/15	11/15/16	11/15/17
HC Drew Report	7/15	7/15/15	7/15/16	8/15/17
Foundation Donor Notification	12/16	12/1/15	12/1/16	12/8/17

*In 2015, Rockefeller Status Report target date was 9/18/15, and Rockefeller Grades target date was 7/15/15.

**Originally submitted—problem with PGP password.

2.1.1 Analysis of Data and Plan for Continuous Improvement

2016-2017:

- The Project Management Timeline has been updated.
- The annual Scholarship Donor/Recipient Brunch was held with approximately 375 in attendance. The event was very successful.
- The director continues an increased role with Foundation fund raising efforts including review of scholarship guidelines, attendance at donor events, etc.
- While training and procedures modifications in conjunction with Student Central have begun, the delay in the opening of Chozen SC necessitates the continuation of policy/procedures updates.

Decisions based on results:

- The opening of Student Central will significantly change office operations. A complete review of office operations, forms, and procedures will be conducted.

Actions to be continued:

- Staff training/delegation to better utilize Banner options for document maintenance.
- Increased participation in fund raising efforts.

Actions to be revised:

- Scholarship Office Procedures/Training due to Student Central opening.

2017-2018:

- 92% of the reporting target dates were met, below the 95% benchmark.
- Modifications to FTF scholarship award procedures allow an earlier deadline for Initial Scholarship Awards and a continuous award cycle.
- The office move in July 2017 and the opening/training needed for Student Central delayed the completion of the Drew Report.
- Initial training of Student Central Staff was completed and a basic training module developed.

Plan for Improvement:

- Update the Project Timeline: Add Initial Scholarship Awards - October 15; remove "Remaining Freshman

Awards"

- Expand/Detail the Scholarships Monthly Timeline to include all processes for the office and those that will impact Student Central.
- Delegate/cross-train another office staff member to assist with preparation of reports/processes

Performance Objective 3 Maintain appropriate information/services to the University community and the SWLA community at large.

1 Assessment and Benchmark

Benchmark: Average score of 4.00/5.00 on the Scholarships Office Service Survey.

1.1 Data

Survey Area	Fall		
	2015	2016	2017
Office Publicity	3.59	3.62	3.80
Application Process	3.64	3.70	3.85
Availability of Outside Scholarship Information	3.76	3.70	3.70
T/F Account Credits	4.00	4.00	4.20
Friendly Staff	4.35	4.50	4.25
Staff Availability	4.29	4.35	4.26
Information	4.17	4.15	4.10
Average	3.97	4.00	4.02

1.1.1 Analysis of Data and Plan for Continuous Improvement

2016-2017:

- In spring 2017, a service survey was mailed to 200 randomly selected scholarship applicants enrolled in the fall 2016 semester. Postage paid reply envelopes were included with the surveys. A total of 21 students responded to the survey. Office Publicity continues to remain the lowest survey score.

Decisions based on results:

- With the opening of Student Central, the service survey focus will change and will be modified accordingly.
- Rather than implementing the Scholarships Office "FTF Did Not Enroll" survey, information was obtained from the recruitment data (Withdrawn Applicant Data).
- Periodically, staff a table in the New Ranch (or other area) to provide scholarships information/assistance.
- The scholarship brochure/award philosophy has been revised.

Actions to be expanded/revised:

- Electronic Version of Service Survey.

Actions/items to be developed:

- Establish achievement levels/benchmarks.

2017-2018:

- Service surveys were mailed to 200 randomly selected fall 2017 applicants; 20 surveys were returned. An overall average of 4.02 was achieved, meeting the benchmark of 4.00. Results remained stable from the previous year.
- An automated survey was developed after the fall semester survey was completed. Results from the fall survey were compiled in the automated survey.
- With the opening of Student Central, the public now has limited access to the Scholarships Office staff. This may account for the lowered scores in the "staff" areas of the survey.
- The new Scholarships Brochure attributed to the increase in the "Application Process" score.

Plan for Improvement:

- Collaborate with the AVP for Enrollment Management to determine the future service survey format (due to the

- opening of and combined assessment of services) in conjunction with Student Central.
- Implement the new procedure for documentation of student interaction on RHACOMM.

2 Assessment and Benchmark

Benchmark: Meet with a minimum of two different focus groups during the upcoming year.

2.1 Data

2016-2017:

A focus group of University personnel was convened and information obtained is outlined below:

- Eliminate the lower levels of ACT/GPA scholarship offers for FTF.
- Misunderstanding of how scholarship awards are listed on RPAAWRD.

A focus group of students was convened and information obtained is outlined below:

- More information is needed on the distinction between the financial aid office and scholarship office programs.
- There should be more information about how continuing students can apply for scholarships.
- More information should be provided to students regarding the continuation requirements for TOPS and other awards.

2017-2018:

A group of University personnel (recruiters/admissions, financial aid personnel, student central staff, scholarship staff, registrar staff) provided the following information:

- There is confusion (among staff and students) regarding the Award Status field on RPAAWRD - ESTI, PEND- and why students are not allowed to accept some awards online.
- Prospective students (parents) do not understand that the GPA used for scholarships eligibility is not the same GPA as appears on the high school transcript.

A focus group of students provided the following information:

- The scholarship brochure is easy to understand for prospective, first-time students.
- The scholarship brochure led students to believe that they could continue to take the ACT after enrollment to receive scholarships based on the award grid.
- Information on academic scholarships for continuing students is lacking.

2.1.1 Analysis of Data and Plan for Continuous Improvement

2016-2017:

- During 2017, the focus of scholarship modifications were on the FTF award process. Due to this focus, the items identified in the student focus group remained nearly identical to the previous year.

Items identified in the 2016 Master Plan which were fulfilled in 2017 include:

- A scholarship training session was held for recruiters.
- A scholarship brochure was developed.
- Additional incentives/opportunities were provided for top academic recruits.

Items suggested in the 2016 Master Plan which will be fulfilled in 2018 with the implementation of new CRM:

- Additional emphasis on "scholarship" in the online admission/scholarship application.
- Online admission/scholarship application will provide 'click' to upload a document.

Decisions based on results:

- Include at least one recruiter or student central specialist on scholarship committees.
- Provide scholarship staff/information in the New Ranch and other high traffic areas of campus.

Actions to be expanded/revised:

- Convene/expand the focus groups.

Actions/items to be developed:

- Scholarship table/information in campus locations.

2017-2018:

- Implementation of the scholarship brochure appears to have reduced some of the confusion between

scholarship/financial aid programs as this was not an issue in the focus groups this year.

- The FTF academic scholarship award grid was updated to eliminate scholarship awards for 20-22 ACT and 3.00-3.24 GPAs for the 2018-2019 award cycle. The placement of scholarship information on the website was modified.
- With the implementation of Radius, the capability of "one-click" uploading of scholarship documents is now available beginning with the spring 2019 semester. The online Application for Admissions now prominently includes "Scholarships" as a part of the application.
- Information regarding continuing student scholarships availability continues to be a concern.

Plan for Improvement:

- Update the scholarship brochure to include information regarding evaluation of the high school GPA and ACT deadline for FTF.
- Create a one page "Application FAQs for Continuing Students" that can be available online and can be emailed to inquiring students.
- If resources are available during the RNL consultation, create an academic on-line scholarship application.
- Expand the Scholarships/Student Central training module.