Centralizing Scholarships at a Decentralized University (3.07)

University of Wisconsin-Madison

Keith Brown, Lauren Klink, Alison Rice, Karen Martin, Sue Ryan, Heather Mialik
Introductions

• Office of Student Financial Aid
  – Lauren Klink – Associate Director
  – Keith Brown – Assistant Director

• College of Letters & Science
  – Alison Rice – Scholarship Administrator

• College of Agricultural and Life Sciences
  – Karen Martin – Scholarship Administrator
  – Sue Ryan – Scholarship Administrator

• College of Engineering
  – Heather Mialik – Scholarship Administrator
• Public Land Grant University- Founded in 1848

• Total Enrollment – 43,000+ Students

• Undergraduate Tuition (Fall ‘16)
  – Resident - $10,488
  – Nonresident - $32,738

• Academics
  – Schools/Colleges/Institutes – 24
  – Over 225 Majors Across 150+ Departments

• Financial Aid
  – 60% of Undergraduates Receive Some Aid
  – 27% of Financial Aid Awarded in Scholarships
Background

• Pre-2007
  – Highly Decentralized Scholarship Administration Across Campus
    • Some Processes Paper-Based, Some Online
    • Need for Improved Scholarship Management, Promotion, and Coordination

• 2007
  – Common Scholarship Application (CSA) Project Kicked Off
    • One Year of Gathering Business Requirements
    • One Year of Development and Preparation

• 2009
  – CSA Goes Live and Begins Expansion Across Campus

• Post-2009
  – Increased Access to Scholarships for UW-Madison Students
  – Outreach, Training, and Onboarding of Schools/Colleges/Departments/Units
  – Semi-Annual System Releases
Successes and Challenges

• Success
  – Scholarships One Stop Shop for Majority of UW-Madison Students
  – Vibrant User Community
    • Engaged in Collaboration and Sharing Best Practices
    • Participation in All Undergraduate Schools/Colleges
  – Continual Growth
    • 64% Increase in CSA Awards in AY 2018 – ($24,000,000+)
    • Total Scholarships (AY 2016) - $202,000,000+ to 17,750+ recipients
  – Ease of Use for Students and Administrators

• Challenges
  – No Uniform Process or Timeline for Scholarship Management
  – Expansion to Graduate and Professional Programs
  – Partnerships with Wisconsin Foundation and Alumni Association (WFAA)
  – Training
  – Resources and Turnover
Where We’re Headed

• Streamlining Student Experiences
  – AcademicWorks Implementation Kicked Off
    • Go-Live: Fall 2018
  – Business Analysis Task Force & Survey
  – Redesigning Student Payments

• Incoming Freshmen Scholarships
  – Partnering with Schools/Colleges and Office of Admissions to Reimagine Scholarship Awarding and Recruitment of Incoming Students
Where We’re Headed (cont’d)

• **Collaboration**
  – Expanding Scope of Office of Student Financial Aid
  – Promoting Collaboration across Schools/Colleges/Departments

• **Growing Partnerships**
  – Connecting with Wisconsin Foundation and Alumni Association
  – American Talent Initiative

• **Awarding Timelines**
  – Comprehensive Financial Aid Packages with All Institutional Funding, Including Scholarship Awards
• How Have Your Campuses Approached Centralizing Scholarships?
  – What Has Worked For You? What Has Not?
  – What Would You Do Differently?
  – How Do You Work with Your Foundation?

• Where Are You Headed On Your Campus?
  – What Is Your Ideal State?
  – What Are Your Priorities?
  – How Do You Plan to Take Advantage of Technology?

• What Questions Do You Have for Your Peers?
Thank You!

Questions? Want to Connect? Contact Keith Brown (keith.brown@wisc.edu)