

From Zip to Scholarship

Building a system to award merit-based aid from the ground up

Allison Orman & Monica Flores

Office of Admissions

University of North Carolina Wilmington



What's in it for you?

- A “behind the scenes” look at the UNCW scholarship awarding process
- Tips based on 3 years of data
- A roadmap for implementing new scholarship strategies at your institution

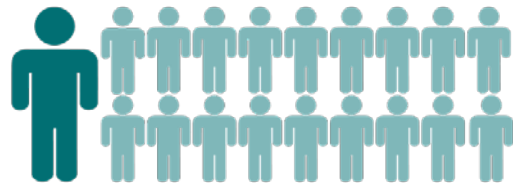


UNCW at a Glance

Total Enrollment 2017-18

16,487

Undergraduate 14,502
Graduate 1,985



Student to
Faculty
Ratio 18:1

22 average class size
Bachelor's degrees 55

Freshman Class

Fall 2017	2,145
First-Year Spring Admits (2018)	168
Female	64%
Male	36%
Minority	14.5%

Athletics: NCAA Division 1

uncw.edu/athletics

- Baseball (M)
- Basketball (M & W)
- Cross Country (M & W)
- Golf (M & W)
- Soccer (M & W)
- Softball (W)
- Swimming & Diving (M & W)
- Tennis (M & W)
- Track & Field (M & W)
- Volleyball (W)
- Beach Volleyball (W)

Total Cost of attendance

In State	Out of State
\$23,114	\$37,082



Scholarships by the Numbers

Admitted students have the opportunity to fill out the General Scholarship Application

600

Total Scholarships available through the General Scholarship Application

90

Scholarships available for incoming first-year students
*excluding Honors & Athletics

Average scholarship award

\$2,500

Students that receive merit aid

5%

The Distinguished Merit Scholarship is the only scholarship awarded through the Office of Admissions

\$500,000

Will be given each year, for **four** years, to recruit High Ability first-year students



Distinguished Merit Through the Years: Year 1

\$2,500 award

199 offers

44 enrolled

SAT average:	1355
ACT average:	29
GPA average:	4.21 (weighted)

Our process:

- Awarded assuming everyone would accept
- Only tracked after May 1
- Yielded 22%



Distinguished Merit Through the Years: Year 2

\$2,500 in-state award
\$5,000 out-of-state award

731 offers

108 enrolled

SAT average:	1381
ACT average:	30
GPA average:	4.39 (weighted)

Our process:

- Increased award amount for out-of-state students
- Increased number of offers based on Year 1 results
- More than doubled the amount of students enrolled



Distinguished Merit Through the Years: Year 3

2018 goals:

Goal 1: Increase award amount to be a more competitive scholarship

UNC- Chapel Hill	• Morehead Cain Scholarship
NC State	• Parks Scholarship
UNC-Charlotte	• Levine Scholarship

Goal 2: Higher quality among Distinguished Merit scholars

Challenge: How would we increase the award amount while remaining within our budget?



Step 1: Calculate Projections

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	New award with same yield as last year						Option A - 10% less				Option B - 20% less				Option C - 36% less		
2		New Award	Offer (2017)	Enroll (2017)	Yield		Offer	Enroll	Total Cost		Offer	Enroll	Total Cost		Offer	Enroll	Total Cost
3	In State	\$5,000	498	64	12.9%		448.2	57.82	\$289,089.00		398.4	51.39	\$256,968.00		318.72	41.11	\$205,574.40
4	Out of State	\$5,000	233	44	18.9%		209.7	39.63	\$198,166.50		186.4	35.23	\$176,148.00		149.12	28.18	\$140,918.40
5	Total		731	108			657.9		\$487,255.50		584.8		\$433,116.00		467.84		\$346,492.80
6																	
7	Projected 2018 data with higher yield																
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9	Yield Increase by 1%						Option A - 10% less				Option B - 20% less				Option C - 36% less		
10		New Award	Offer (2017)	Enroll (2017)	Yield		Offer	Enroll	Total Cost		Offer	Enroll	Total Cost		Offer	Enroll	Total Cost
11	In State	\$5,000	498	69.72	14.0%		448.2	62.75	\$313,740.00		398.4	55.78	\$278,880.00		318.72	44.62	\$223,104.00
12	Out of State	\$5,000	233	46.6	20.0%		209.7	41.94	\$209,700.00		186.4	37.28	\$186,400.00		149.12	29.82	\$149,120.00
13	Total		731	116.32			657.9		\$523,440.00		584.8		\$465,280.00		467.84		\$372,224.00
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16		New Award	Offer (2017)	Enroll (2017)	Yield		Offer	Enroll	Total Cost		Offer	Enroll	Total Cost		Offer	Enroll	Total Cost
17	In State	\$5,000	498	89.64	18.0%		448.2	80.68	\$403,380.00		398.4	71.71	\$358,560.00		318.72	57.37	\$286,848.00
18	Out of State	\$5,000	233	55.92	24.0%		209.7	50.33	\$251,640.00		186.4	44.74	\$223,680.00		149.12	35.79	\$178,944.00
19	Total		731	145.56			657.9		\$655,020.00		584.8		\$582,240.00		467.84		\$465,792.00



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Step 3: Review Results

- ✓ **Goal 1:** Increase award amount to be a more competitive scholarship
- ✓ **Goal 2:** Higher quality among Distinguished Merit scholars

Year 1	Year 2	Year 3
<ul style="list-style-type: none">• \$2,500 award• GPA: 4.21• ACT: 29• SAT: 1355	<ul style="list-style-type: none">• \$2,500/\$5,000 award• GPA: 4.39• ACT: 30• SAT: 1381	<ul style="list-style-type: none">• \$5,000 award• GPA: 4.56• ACT: 31• SAT: 1415



Lessons Learned

- Not all criteria are created equal
 - Private School vs. Public School GPA
 - Class rank
- The importance of awarding in waves
 - Multiple admissions deadlines



Step 4: Set Goals for Upcoming Year

Goal 1: Consistent communication with relevant campus partners

Goal 2: Ensure that the demographics of our recipients align with the UNCW and UNC system strategic goals

Goal 3: Increase outreach to Distinguished Merit scholars



Tools & Takeaways

Step 1: Calculate Projections

Step 2: Set Criteria

Step 3: Review Results

Step 4: Set Goals for Upcoming Year



Tools & Takeaways

- Research competitor institutions' scholarships
- Carefully select the members of your scholarship committee
- Develop a “watchlist”
- Track data weekly



Thank you!

Monica Flores

floresm@uncw.edu

Allison Orman

ormana@uncw.edu