University Scholarship Office / Scholarship Administration Implementation Evaluation 2015

Goal and desired outcomes of the program or service:
2015 marked the first year of the Scholarship Office as a separate organizational unit from Financial Aid, as well as the implementation of a campus-wide scholarship administration system. The goals of the new office were to provide support not only to students seeking scholarships on campus, but also to the Scholarship Administrators throughout campus as they navigated the new scholarship processes and system.

Goal of assessment:
The goal of the survey was to understand from the Scholarship Administrators on campus their feelings of the scholarship system implementation, and specifically, whether they felt they received the training and subsequent support they needed to be successful. We also asked several open-ended questions to ascertain if there were other things the user community felt we should have done/provided/etc. The final goal was essentially a customer satisfaction baseline – this was the first year the scholarship office had been formed, so gathering data to baseline our customer service levels.

Population sampled:
All Scholarship Administrators on campus who had access to the Scholarship Administration system. At the time the survey was sent, this populations included 464 individuals.

Response Rate: 18.1% (84 of 464)
Administration Type: E-mail invitation through Campus Labs

Summary of Key Findings
Did your assessment accomplish your assessment goal? Was the desired outcome of the program or service achieved? Describe why/why not and what was learned. Include data to support your statements.

Key metrics from the survey – of the 84 respondents:
- 95.06% agreed or strongly agreed that they understood why the changes scholarship process were needed;
- 83.95% agreed or strongly agreed that they received the training they needed to use the system;
- 88.99% agreed or strongly agreed that they received the information they needed about the new scholarship process;
- 81.48% agreed or strongly agreed that they received that information in a timely manner;
- 88.82% agreed or strongly agreed that the Scholarship Office staff were available for support;
• 69.14% agreed or strongly agreed that they were able to communicate the new process to students;
• 87.65% of the individuals contacted the Scholarship Office for assistance;
  o Of this population, 87.33% indicated they were very satisfied or satisfied with the service they received.

**Actions Taken/Planned based on the findings from this assessment:**
Many of the responses to the open-ended questions indicated the respondents would like information that they could both *pull* (i.e. on a web-page, in a printable format they could keep on their desk, etc.) as well as communications that we *push* to them (emails, etc.). We have created monthly newsletters that we send to all of the participants, and limit emails to immediate actions they must take. We have also ensured that our website for the administrators is kept up-to-date with all of the information in the newsletters, so that there are multiple touchpoints available to the user community.

**Alignment**

**Student Affairs Key Activity:** Development, Stewardship and Management – Academic Support; Education & Outreach.

**Departmental Key Activity:** 2. Departmental Customer Service

  **Departmental goal this project addresses:** Support departmental awarding of scholarships by providing access to training, and working closely with our department contacts. Continued outreach to departments who award scholarships. Train constituents to effectively utilize the scholarship system.

**Additional Alignment Information:**
Departmental scholarships are aimed mostly at our continuing students. Supporting the academic departments in their awarding decisions and navigating the administrative processes therein enables them to focus more on providing services to their students and encourages the strategic use of dollars across campus.