The University of Akron

University Council

Institutional Advancement Committee
Goals for the UC year ending August 31, 2019

Goal	Priority Number	How Will Goal Be Measured?
Improve the marketing of scholarships. Improve the ways students are made aware of scholarships, focusing on scholarships with specific requirements that may go unawarded.	1	Development of an Institutional Marketing Scholarship Campaign. Measure the number of web hits, the number of applications, and/or the number of scholarships awarded. The number of unawarded scholarships should decrease year by year.
Increase the standardization of processes and messaging regarding scholarships among colleges.	2	College/department committees and/or staff will be able to incorporate information from the UA Scholarship Toolkit into their scholarship processes. For example, sample scholarship applications, sample student thank you letters may prove useful. Use of the material may be used in the training of new employees involved in these processes.
Review and finalize a UA Scholarship Toolkit of best practices for those in colleges/departments who process scholarship applications and awards. Facilitate communication between these employees for additional support.	3	Creation of the UA Scholarship Toolkit—an active Brightspace group where these resources can reside and issues can be discussed and resolved. Discussion Forum within the UA Scholarship Toolkit (in Brightspace) to provide feedback on the efficiency and the usefulness of this resource.
Educate each college of the existence of the UA Development Scholarship webpage. Improve access of the UA Development Scholarship page for students to be able to research available scholarships.	4	Possible new software program will help in the overall scholarship process. Currently looking at other companies. Have quarterly training sessions to be able to measure college participation.