CollegeCounts℠ Scholarship

ISTS Application Process Overview

- Initiation page used to determine basic eligibility

- Collecting Applicant Demographics, Academic and Financial Information, Student Resume Data

- Live Chat feature, branded email address and phone number allow for a timely Customer Care experience

Year 2 Analysis (2014-15 Program Year)

- ISTS fully transitioned to hosting website

- 576 Complete applications from 61 AL counties

- Adjusted selection criteria weightings to provide more even scoring between two-year and four-year applicants

ISTS

INTERNATIONAL SCHOLARSHIP
AND TUITION SERVICES, INC.

Image-Based Notifications

This year we will be moving to image-based notifications, where the text is embedded in the image. Notifications will direct students back to their scholarship homepage for details, increasing the applicant completion rate.

CollegeCounts℠ Scholarship

Your scholarship application is currently incomplete!

The deadline for your scholarship application is fast approaching, and your entry is still incomplete. Don't worry, you still have time to complete your application before the deadline. To determine what is making your application incomplete, immediately log in to your account at https://aim.applyists.net.

International Scholarship and Tuition Services, Inc.
contactus@applyists.com
855-670-ISTS (4787)

ISTS
INTERNATIONAL SCHOLARSHIP
AND TUITION SERVICES, INC.

Implementing Past Winner Tracking

Introduction:

CHART is the opportunity for scholarship providers who have students that are no longer actively receiving an award to stay in touch and obtain information which may give insight into their applicants and recipients.

Features:

Update on demographics, education, and a short answer question

1 e-mail blast to request recipient updates

1 reminder e-mail blast for incomplete recipient updates

Summary response report at conclusion of CHART period

*Launching 2013-14 winner campaign November 2014

Apples to Apples

This year ISTS launched a new program for the Connecticut State Treasurer's Office, CHET.

Like CollegeCounts, the program targets graduating high school seniors from around the State.
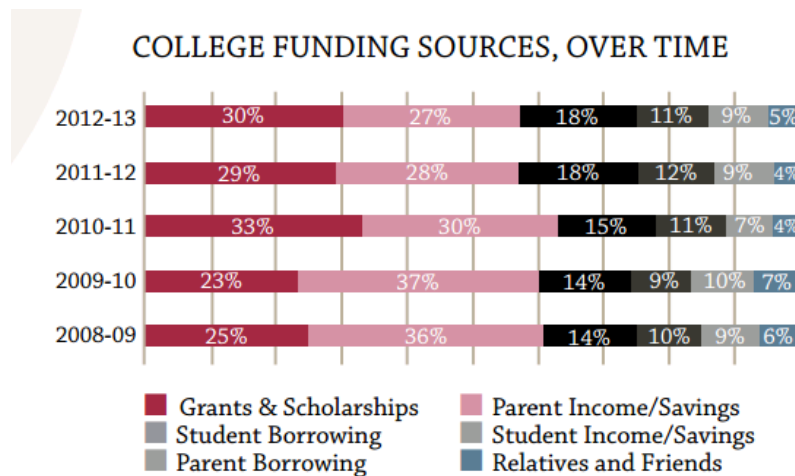
Here are the compared statistics:

CollegeCounts Scholarship

- 150 Awards
- Award amount varies for two-year ($2000) or four-year ($4000)
- Gave away $522,000 in 2014-15
- Awards are determined through a competitive selection process
- Academic minimum is 2.75

CHET ADVANCE SCHOLARSHIP
Helping you pay for college

- 200 Awards
- Award amount is $2500
- Gave away $500,000 in 2014-15
- Awards are determined through a lottery selection process
- Academic minimum is 2.0 GPA

Scholarships and College Trends

- Competition in awarding merit aid remains fierce. Scholarships and grants paid for 30% of college costs in 2013, up from 23% in 2010, while the dollar amount of parents' average out-of-pocket spending decreased 35% from 2010 to 2013.

- Tuition increases are straining families' ability to pay. At a time when median household income is $50,054, full-time dependent students had an average out-of-pocket cost of $18,100.

- Among families with the ability to pay, willingness is an issue. 79% of college applicants and their parents said the economy affected their decisions about applying to or choosing a college.

COLLEGE FUNDING SOURCES, OVER TIME

	Grants & Scholarships	Parent Income/Savings	Student Borrowing	Student Income/Savings	Parent Borrowing	Relatives and Friends
2012-13	30%	27%	18%	11%	9%	5%
2011-12	29%	28%	18%	12%	9%	4%
2010-11	33%	30%	15%	11%	7%	4%
2009-10	23%	37%	14%	9%	10%	7%
2008-09	25%	36%	14%	10%	9%	6%

- Grants & Scholarships
- Student Borrowing
- Parent Borrowing
- Parent Income/Savings
- Student Income/Savings
- Relatives and Friends

Source: Sallie Mae, "How America Pays for College 2013"

Bottom Line:

- Scholarships are more important now than ever. As providers, we have to continue finding innovative ways to inform students about the availability of scholarships and grants. This means reaching out to guidance counselors, direct marketing, and establishing a social media presence.

CollegeCounts℠ Scholarship

Year 3 Expectations

- Launching 2015-16 program January 2, 2015

- Multiple complete applications per county; implementing incomplete county report 2/3 through the program to ensure follow-up and completion

- More utilization of text messaging; 1 text message reminder to accompany each email reminder

- Analysis of past winner trends through CHART of Year 1 winners

- Less question from winners on the disbursement of funds; process will be outlined in <u>all</u> communications

- Continued educational assistance to Alabama's deserving youth

ISTS
INTERNATIONAL SCHOLARSHIP
AND TUITION SERVICES, INC.