



THE COMMON APPLICATION

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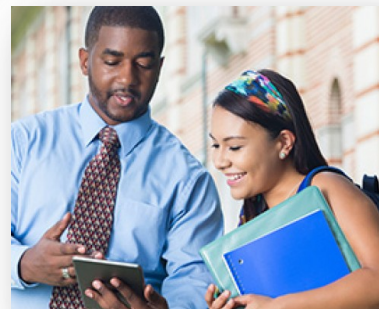
Agenda



Scholar Snapp Overview



Common App Resource Hub



Q & A

A large crowd of people, mostly young adults, are sitting on a grassy lawn in front of a large, multi-story brick building. The building has a central tower and many windows. The scene is outdoors, with trees and a clear sky in the background. The text is overlaid on the image in a white, serif font.

The Common Application is a not-for-profit membership organization committed to the pursuit of access, equity, and integrity in the college admissions process.

Members at a Glance

- Colleges from 47 states + Washington, DC
- 100 public universities
- 9 Historically Black Colleges and Universities (HBCUs)
- 33 international universities from 14 countries
- More than 250 with no application fee

Not-for-Profit

Undergraduate
degree-granting

Properly accredited

2015-2016

as of Jan 25 2015

School Affiliation (Applicants)

- 73% Public
- 11% Independent
- 12% Religious
- 3% Charter
- <1% Homeschool

Total Reach: 209 countries and territories

- 90.6% US
- 9.4% International

31%

First
Generation

3.7 million
Applications Submitted

16.7 million
Recommendation Forms Submitted

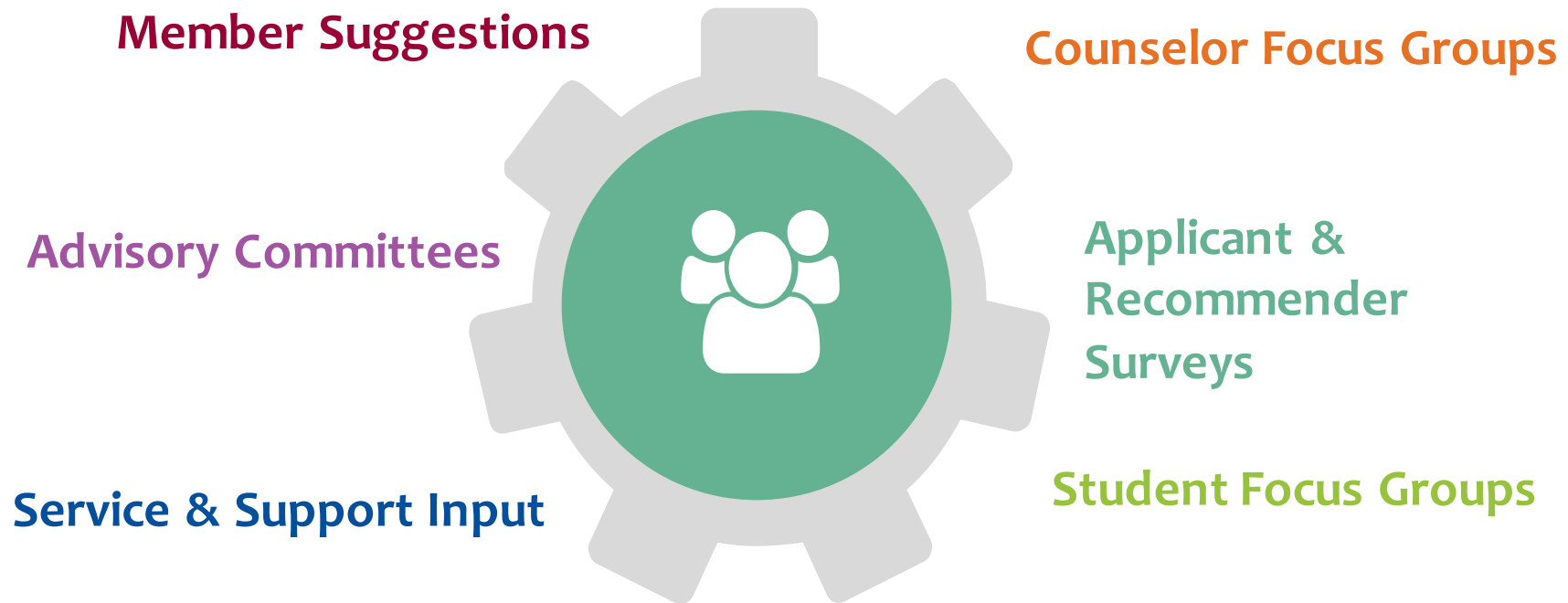
4.59 Average Submission
per First-Year Applicant

824,000

Unique
Applicants

55%
Female
45%
Male

Gathering Feedback



Foundation for 2015



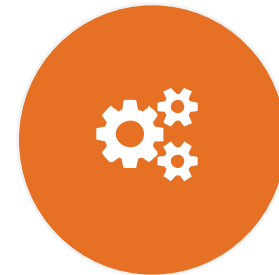
Higher Education

Contribute to research and understanding of higher education landscape.



Preparation and Completion Tools

Learn, explore, grow, focus,
apply - commonapp.org
Common App Ready
Mobile App for Students



Application Innovation

Research and develop
systems and programs to
facilitate fit and match.

Motivation

Financial aid appears to be extremely challenging for most students and necessitates the active participation of a parent or guardian.

Students do not always know:

- The difference between loans, grants, and scholarships
- How to locate, understand the requirements for, and apply for loans, grants, and scholarships
- How to navigate the complexities of filling out FAFSA forms

Student Perspectives

“It is confusing to think about the money part. No one really gives you very clear instructions on what you need to do or how to find out about grant and other financial opportunities.”

“I find applying for financial aid to be very confusing. It is almost like they have the money to help you but they make it so hard to get it.”

“I wish that I would have done the proper research on scholarships and financial aid that was available to me. Money was a big deciding factor for me, and had there been some sort of easy to manage online access to scholarship information it would have made my decision much easier.”

Plan Ahead

Explore Colleges

How To Apply

Apply Now

It's never too early or too late to plan for college.

No matter what grade you're in or how much you know about what college life is like, you probably have questions about the college planning process – and you're not alone. To help, we've provided answers to the three most common college-related questions.



WHY GO TO COLLEGE



HOW TO PREPARE



HOW TO PAY FOR COLLEGE

Why Go to College

How to Prepare

How to Pay for College >

FAFSA

How to Pay for College

For many applicants and their families, the most daunting aspect of the journey to college is the price tag.

If you're wondering, "How am I going to pay for college?" you have options. In fact, there is more help available to you than you might realize.

These resources are eager to work in partnership with your family to ensure that a college education is affordable:



The Federal Government:

From federal grants, to federal student loans, to employment through the federal work-study program, The U.S. Department of Education awards about \$150 billion a year to more than 15 million students. Visit the **Office of Federal Student Aid** to learn more.



Your State Government:

Similar to the federal government, your home state offers various types of financial aid, and guess what? You might be eligible for this type of aid even if you're not eligible for federal aid. For more information, contact your **state grant agency**.



Colleges and Universities:

Many colleges and universities provide financial aid and scholarships from their own funds – sometimes for a particular field of study. To learn if a school offers this type of financial support, visit the financial aid section of their individual website or contact the school's financial aid office.

PRO TIP: College financial aid officers are more than willing to help you and your family understand the financial aid process, even before you've applied. Don't be afraid to reach out to these officers directly.

Now that you know *who* is available to help you pay for college, it's important to understand *what* you can do to make college more affordable.



Scholarships

- Scholarships are gift money that can help you pay for college.
- Scholarship Types
 - Need-based, merit-based
 - Local, regional, national
 - Governments, corporations
 - Colleges and universities
 - Non-profit organizations

University Scholarships

Several colleges and universities have financial aid and scholarship information available within the institution-specific section of the Common App

University Scholarships

Do you wish to apply for **Competitive Academic Scholarships**? (Not available after December 1, 2015). If you are interested, please read through our [Competitive Academic Scholarships Requirements Guide](#) to understand the qualifications for this program and review the additional essays that are required in order to apply. *

Select

Do you wish to apply for the **University Honors Program**? (Not available after December 1, 2015). If you are interested, please read through our [Honors Program Requirements Guide](#) to understand the qualifications for this program and review the additional essays that are required in order to apply. *

Select

Do you wish to apply for the **William C. Parker Diversity Scholarship**? (Not available after December 1, 2015). If you are interested, please read through our [Diversity Scholarship Requirements Guide](#) to understand the qualifications for this program and review the additional essays that are required in order to apply. *

Select

[Back](#)

[Continue](#)

▼ Freshman Competitive Scholarships

Do you wish to be considered for merit-based scholarship competitions? *

Select

Portfolio Based Scholarships

MICA offers over twenty different competitions for merit-based scholarships ranging from \$1,000 to \$25,000 per year to qualified incoming freshmen. For a comprehensive list of our competitions, please [visit our scholarships page](#).

Students wishing to be considered for portfolio-based Freshman Competitive Scholarships must complete this section and meet the following criteria:

- Submit a letter of recommendation from your primary art teacher (in the recommendations section of Common App)
- Complete your Common App & MICA Member questions, and submit your Slideroom portfolio by *February 1st*

Do you wish to be a candidate for portfolio-based Freshman Competitive Scholarships?

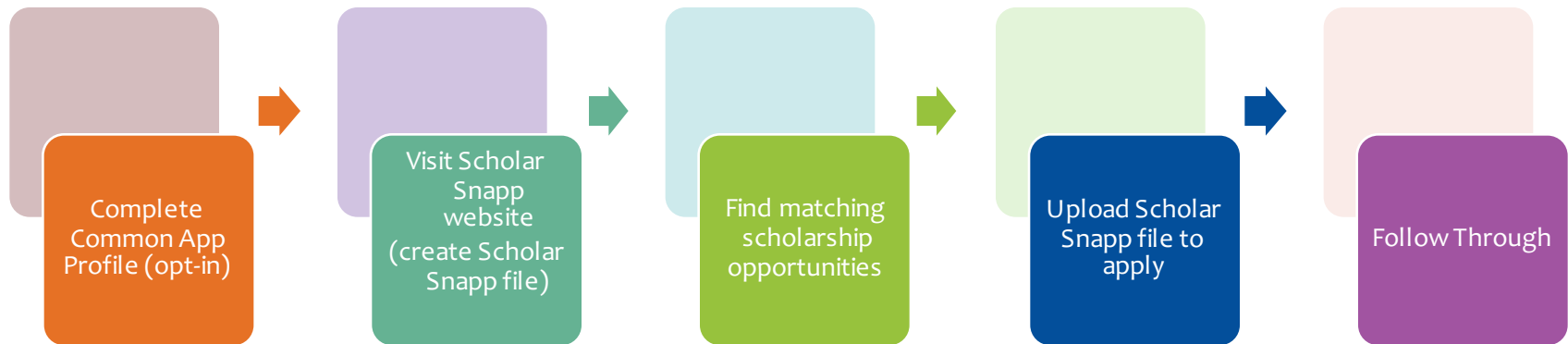
Select

Scholar Snapp®

- Developed in 2008 by the Michael & Susan Dell Foundation to ease the process of finding and applying for financial assistance for college bound low-income students.
- Pilot project that will give students better access to financial assistance when applying to college.
- Lets students apply for a scholarship online and then automatically re-use that information for other scholarship applications.



How it Works



Common Application

- ☒ Profile
- ☐ Family
- ☐ Education
- ☐ Testing
- ☐ Activities
- ☐ Writing

Profile

[Preview](#)

▶ Personal Information

▶ Address

▶ Contact Details

▶ Demographics

▶ Geography

▶ Language

▶ Citizenship

▼ Scholarship Information

The Common Application has partnered with Scholar Snapp, a technology developed by the Michael & Susan Dell Foundation, to connect students with scholarships to help pay for college. If you are interested in participating in this free pilot program, please indicate below.

I would like to receive information from Scholar Snapp about college scholarships and financial aid:

☐ Yes

☐ No

[Clear](#)

[Back](#)

[Continue](#)

Instructions and Help ➡

Why isn't my scholarship status in my application?

The Scholar Snapp solution makes it easier for you to apply to scholarships online without requi ... [+]

[\[more\]](#) ➡

I already submitted, can I change my answer?

Of course! Like all questions under the Application tab, you can return at any time and change y ... [+]

[\[more\]](#) ➡

How can I use Scholar Snapp to submit scholarship applications?

The Scholar Snapp solution lets you apply for a scholarship online and then re-use that informat ... [+]

[\[more\]](#) ➡

How do I get access to the Scholar Snapp solution?

It just takes 3 easy steps to start the process of finding scholarships that are right for you. [+]

▼ Scholarship Information

The Common Application has partnered with Scholar Snapp, a technology developed by the Michael & Susan Dell Foundation, to connect students with scholarships to help pay for college. If you are interested in participating in this free pilot program, please indicate below.

I would like to receive information from Scholar Snapp about college scholarships and financial aid:

☐ Yes

☐ No

[Clear](#)

[Back](#)

Continue

► Common App Fee Waiver

2

SUBJECT: Welcome to Scholar Snapp



Dear NAME,

When you completed your Common App profile, you indicated an interest in hearing more about scholarships. We are glad that you did. Each year, applicants miss out on valuable scholarship opportunities simply because they find it difficult to apply.

Congratulations on creating your Scholar Snapp file! Using Scholar Snapp, you can learn about available scholarships and apply for multiple scholarships in just a few easy steps.

Visit ScholarSnapp.org to finalize your account, find scholarships and manage your Scholar Snapp profile.



We are here to help. If at any time you have questions feel free to contact us at commonappsupport@scholarsnapp.org

Congratulations on taking steps to further your education.

All the best,

The Scholar Snapp Team

Scholar Snapp® Profile

Select Scholarships

Download Scholar Snapp File

Email Scholar Snapp File

Upload Scholar Snapp File

Summary

Edit Section

First name	Middle name	Last name	Suffix	Preferred name
<input type="text" value="First Name"/>	<input type="text" value="Middle Name"/>	<input type="text" value="Last Name"/>	<input type="text" value=""/>	<input type="text" value="Nickname"/>









Sex	Date of birth
<input type="text" value=""/>	<input type="text" value="mm/dd/yyyy"/>

☐ I prefer not to receive automated emails from Scholar Snapp

Email address	Permanent address	Current Address
<input type="text" value="agb246@yahoo.com"/>	<input type="text" value=""/>	<input type="text" value=""/>
Preferred phone <input type="text" value=""/>	<input type="text" value="Address 1"/>	<input type="text" value="Address 1"/>
	<input type="text" value="Address 2"/>	<input type="text" value="Address 2"/>
	<input type="text" value="Address 3"/>	<input type="text" value="Address 3"/>
Alternate phone <input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>

Want To Connect With Any Of These Scholarships?











[No thanks - take me to my Scholar Snapp profile](#)

	Name	Application Period	Amount	Website	Description
<input type="checkbox"/>	 BOETTCHER FOUNDATION	Boettcher Foundation	9/1/2015 - 11/1/2015	\$50,000.00 - \$160,000.00	 Since 1952, the Boettcher Foundation has awarded more than \$65 million in undergraduate scholarships to many of Colorado's best and brightest students. Our merit-based awards provide what is essentially a full-ride to any 4-year institution in Colorado, and our prestigious program is the oldest in the state.
<input checked="" type="checkbox"/>	 COCA-COLA SCHOLARS FOUNDATION	Coca-Cola Scholars Foundation	8/1/2015 - 10/31/2015	\$20,000.00	 The Coca-Cola Scholars Program Scholarship is an achievement-based scholarship awarded to graduating high school seniors each year. Students are recognized for their capacity to lead and serve, and their commitment to making a significant impact on their schools and communities. With the 27th class in 2015, the Foundation has provided over 5,550 Coca-Cola Scholars with more than \$56 million in educational support and created an active alumni network that has become a powerful force for positive change.
<input type="checkbox"/>	 DANIELS FUND	Daniels Fund	9/14/2015 - 11/13/2015		 The Daniels Scholarship Program provides four-year college scholarships for graduating high school seniors who demonstrate exceptional character, leadership, and a commitment to serving their communities.
<input checked="" type="checkbox"/>	 DELL SCHOLARS PROGRAM MICHAEL & SUSAN DELL FOUNDATION	Dell Scholars Program	11/1/2015 - 2/1/2016	\$20,000.00	 While many students dream of obtaining a college degree, life sometimes gets in the way – particularly for those dealing with personal responsibilities at home or in their communities. The Dell Scholars program, an initiative of the Michael & Susan Dell Foundation, recognizes students who have overcome

You can review the scholarship program statement, application date and award amounts...

Scholarship List

- Boettcher Foundation Scholarship Program
- Coca-Cola Scholars Program Scholarship
- Daniels Fund Scholarship Program
- Dell Scholars Program
- The Dream U.S. Scholarship Program
- George Snow Scholarship Fund Scholarship Programs
- Houston Livestock Show & Rodeo Scholarship Programs
- Jack Kent Cooke Foundation – Undergraduate Transfer Scholarship
- Jack Kent Cooke Foundation – College Scholars Program
- Luckyday Scholars Program
- Marine Corps Scholarship Foundation Scholarship Program

<input type="checkbox"/>		Marine Corps Scholarship Foundation	1/1/2016 - 3/3/2016	\$1,500 - \$10,000		The Marine Corps Scholarship Foundation provides need-based scholarships to the children of Marines and Navy Corpsmen who attend college or career training. Our mission is simple: we honor Marines by educating their children.
<input type="checkbox"/>		Walmart Foundation	1/5/2016 - 4/1/2016	up to \$13,000		The Walmart Foundation offers a scholarship program that benefits high school senior dependents of Walmart associates.
		Coca-Cola Scholars Foundation	8/1/2015 - 10/31/2015	\$20,000		The Coca-Cola Scholars Program Scholarship is an achievement-based scholarship awarded to graduating high school seniors each year. Students are recognized for their capacity to lead and serve, and their commitment to making a significant impact on their schools and communities. With the 27th class in 2015, the Foundation has provided over 5,550 Coca-Cola Scholars with more than \$56 million in educational support and created an active alumni network that has become a powerful force for positive change.
		Boettcher Foundation	9/1/2015 - 11/1/2015	\$50,000 - \$160,000		Since 1952, the Boettcher Foundation has awarded more than \$65 million in undergraduate scholarships to many of Colorado's best and brightest students. Our merit-based awards provide what is essentially a full-ride to any 4-year institution in Colorado, and our prestigious program is the oldest in the state.
		Jack Kent Cooke Foundation	9/1/2015 - 11/3/2015	up to \$40,000		The Jack Kent Cooke Foundation College Scholarship Program is an undergraduate scholarship program available to high-achieving high school seniors with financial need who seek to attend and graduate from the nation's best four-year colleges and universities. Selected from a nationwide pool of applicants, up to 40 students will become Jack Kent Cooke Scholars and

Numbers

- **65%** Common App students indicate an intention to apply for need-based aid
- **502,000** Common App students have opted-in to receive scholarship information
- **17,800** Common App students have completed a Scholar Snapp profile

Looking Forward



**Further
Streamline
Process**



**Increase
Number of
Scholarship
Programs**



**Website
Enhancements**



Common App Ready

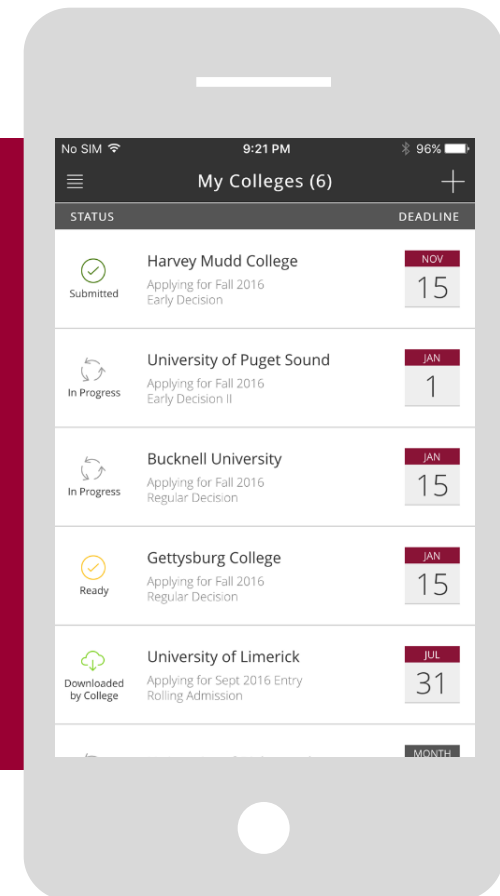
- Comprehensive training resource covering all aspects of the application system, from account creation to submission
- Ready-to-present slide decks with accompanying scripts to make your training sessions as easy as possible
- Designed to fit your needs: present the slides all at once or in multiple workshops as your schedule allows
- A complement to the Solutions Center training videos
- **commonapp.org/ready**

Year to Year Account Rollover

- Accounts created in 2015-2016 will carry over to 2016-2017 and beyond
- User name and Common App data will all be preserved
- Counselors can introduce their students to Common App and the college application process as early as makes sense for their needs
- When paired with Common App Ready, account rollover makes for a flexible, powerful college advising tool

Common App onTrack

- ✓ Mobile companion to Common App account
- ✓ Student-centered design process
- ✓ Add and research colleges, track deadlines and submissions, set reminders, and more





THE COMMON APPLICATION

commonapp.org