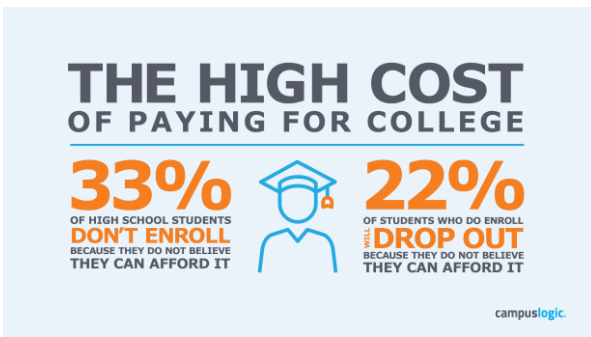




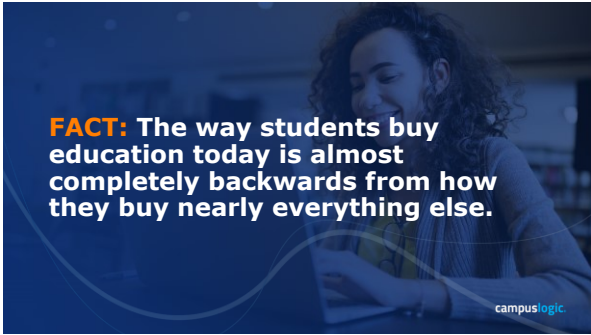
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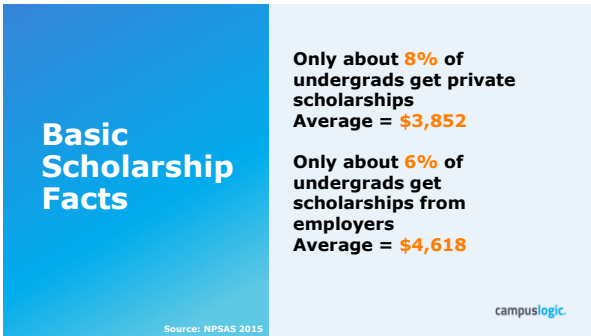
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6

Basic Scholarship Facts

Source: NPSAS 2015

51% of students who reported receiving no outside support had a degree 6 years later

68% of students who reported receiving up to \$1,000 in aid had a degree 6 years later

76% of students who reported receiving between \$1,000 and \$5,000 in aid had a degree 6 years later

campuslogic.

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ANSWER #1: They're "budget blind."
The decision to pursue scholarships often doesn't happen until the award notification stage based on the financing gap.

campuslogic.

8

ANSWER #2: Competitive scholarships are a gamble, which makes them unreliable for planning purposes.

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Basic Scholarship Facts

Source: NPSAS 2015

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Students whose parents' highest education level is an **associates degree** received, on average, **\$3,207** in private grants

Those whose parents' highest education is a **research-based doctorate** received, on average, **\$5,272** in private grants

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ANSWER #3: Private scholarships don't open/close on set timetables.

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11

ANSWER #4: Scholarship displacement discourages searching and applying for this kind of aid.

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Basic Scholarship Facts

Source: NPSAS 2015

campuslogic.

Students at public institutions receive, on average, \$3,340 while students at private non-profits receive, on average, \$4,813

Those who report they're primarily students "working to meet expenses" receive, on average, 50 percent more in private grant aid than those who say they're primarily "employees who decided to enroll in school." (\$4,221 versus \$2,992)

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ANSWER #5: Every one of these challenges gets exacerbated when controlling for things like race, ethnicity, first-gen and family income.

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14

Basic Scholarship Facts

Source: NPSAS 2015

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Average private scholarship amount by race/ethnicity:

White	\$3,489
Black	\$4,204
Hispanic	\$3,884
Asian	\$5,687
Multi-race	\$4,605

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