HEC MONTRÉAL

Scholarships: How to attract the best candidates?

Marie-France Courtemanche-Bell
Scholarships Analyste
Office of the Academic Program Director

Joanne Salem
Financial Assistance and Grant Coordinator
Student Services

CASFAA 2018, MAY 29, 2018

Workshop Agenda

- **Context:** Evolution of the scholarships field
- **Method:** World Café
- **Question 1:** What affects the participation's rate and the quality of applications?
- **Question 2:** What are the best strategies and tools to use or develop?
- **Question 3:** How to implement all this in your environment?
- **Return on team discussions**
  (Following the workshop in your work environment.)

HEC MONTRÉAL

In context
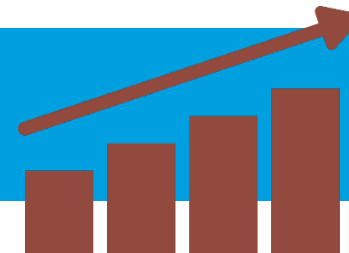
THE SCHOLARSHIPS FIELD EVOLVES . . .

- Multiplication of university scholarships offer
- Complexification of competitions
- Competitions increasingly competitive
- Competitions sometimes targeting very specific groups
- Explosion of the communication means
- Diversification of student population
- New clientele: The Millenials

HEC MONTRĒAL

In context
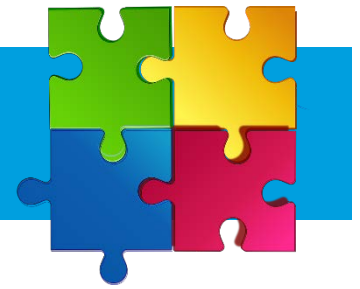
MILLENNIALS CHARACTERISTICS

- Amalgam of several age groups (Generation Y (1980-1995) and Generation Z (after 1995) or from 1982 to 2004, according to the studies)
- New technologies oriented
- Over-informed but does not really process the information
- Very confident in their abilities and in their rights
- Creative, hardworking (multitask) and committed
- Do not have much patience, live in the moment
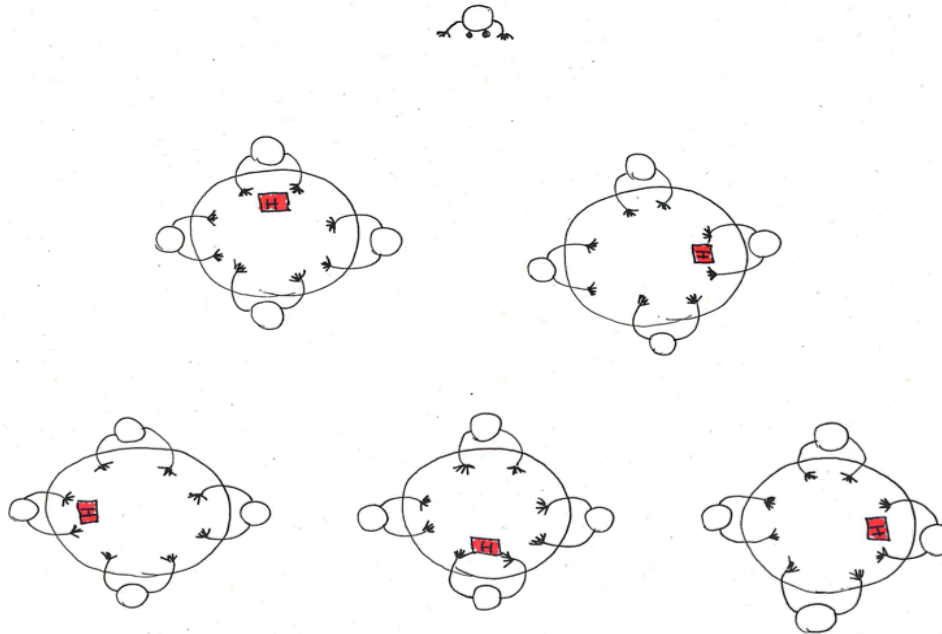- Focused on their values

HEC MONTRĒAL
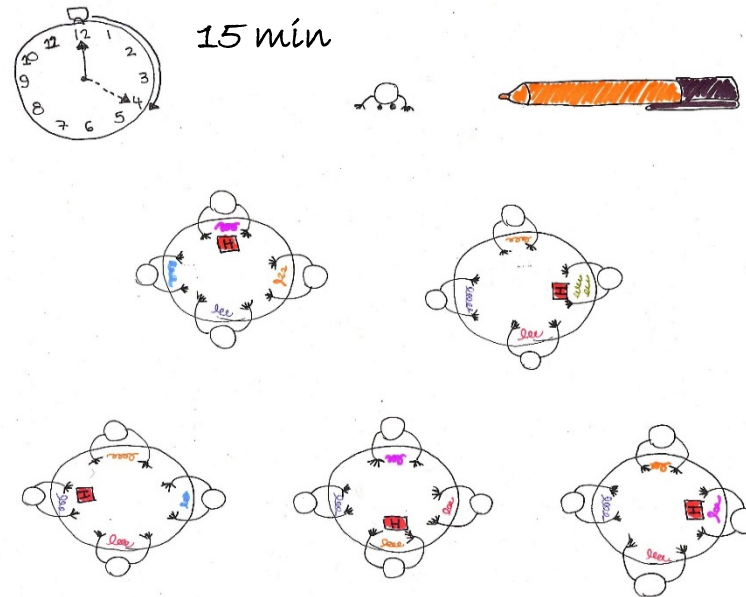
Method: World Café

• Workflow of the World Café

HEC MONTRÉAL
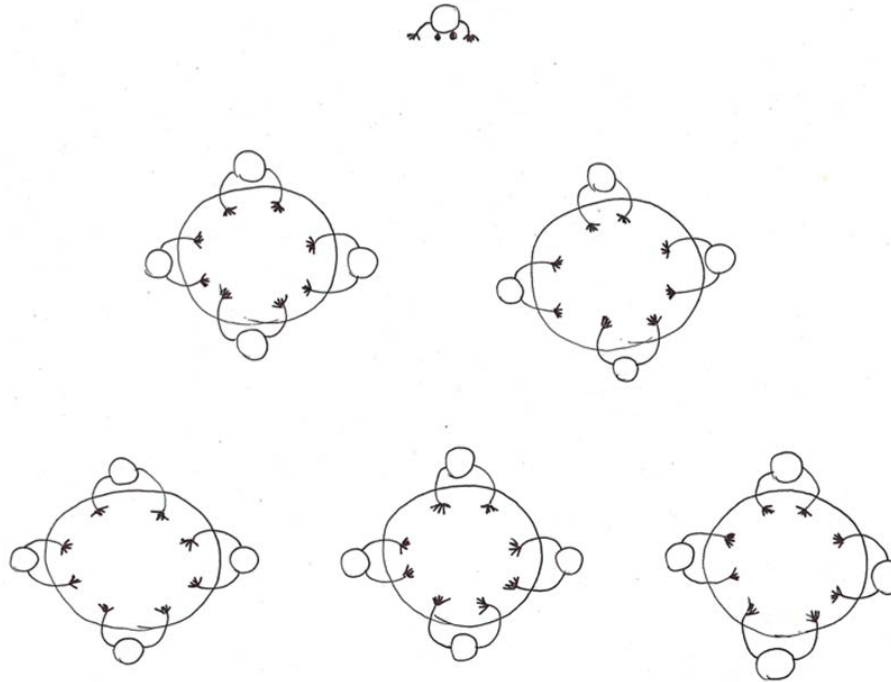
Method: World Café (...2)

- Hosts and hostesses role

HEC MONTRÉAL

Method: World Café (...3)

- When you are ready . . . Question # 1

15 min

HEC MONTRĒAL

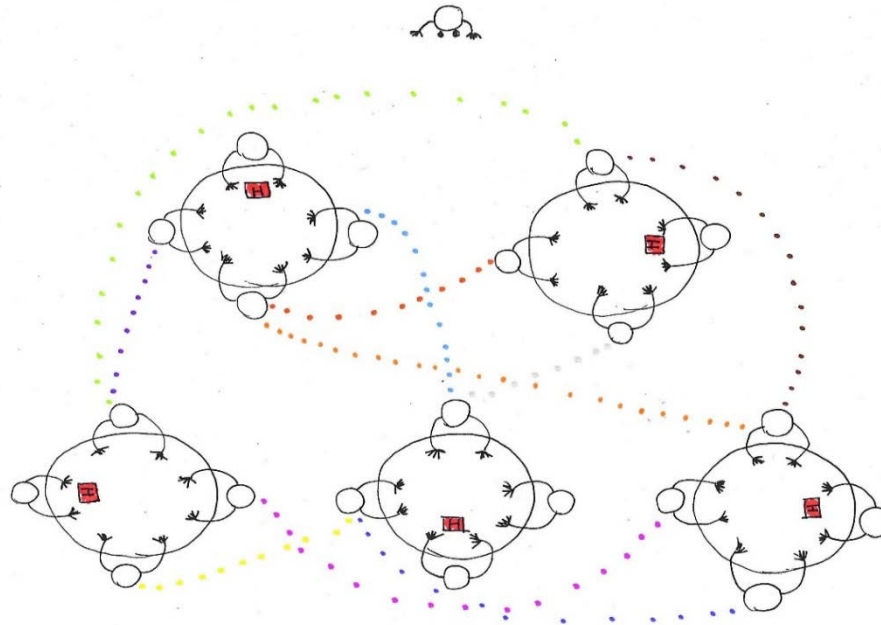# Method: World Café (…4)

- Take 2 minutes to reach out a consensus
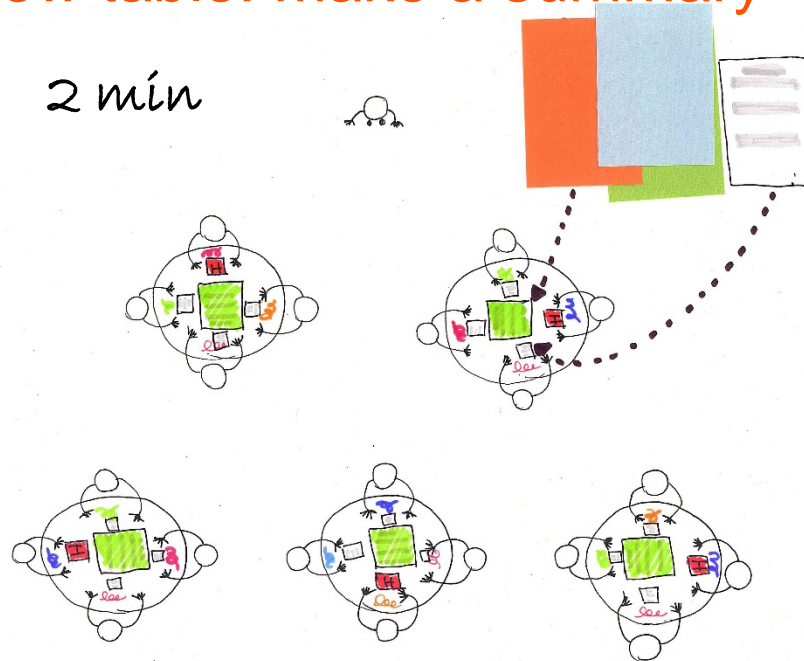

2 min

HEC MONTRÉAL
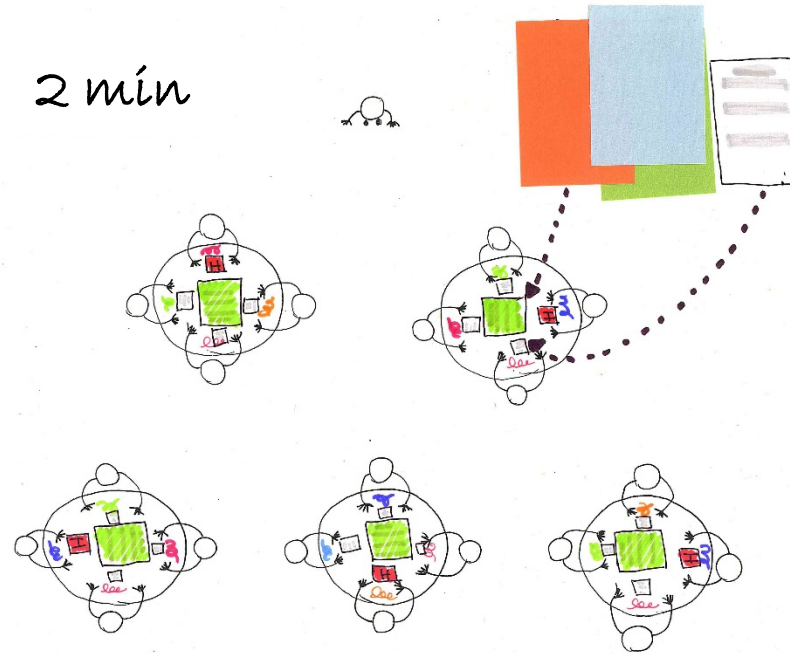
Method: World Café (...5)

- Table change: Host or hostess stays, others move

1 min

HEC MONTRÉAL

Method: World Café (...6)

- Arriving at the new table: make a summary

2 min

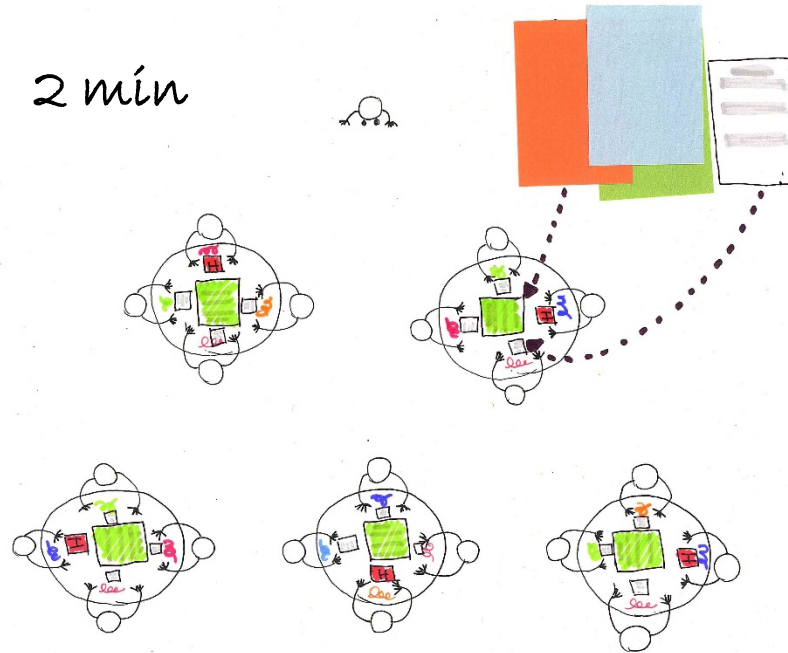# Method: World Café (...8)

Are you ready?

HEC MONTRÉAL

Question #1

According to your experience, **what affects the participation's rate and the quality of applications**?

You have 15 minutes for discussion.

HEC MONTRÉAL

Question #1

- Take 2 minutes to reach out a consensus

2 min

HEC MONTRÉAL

Question #1

- Table change: Host or hostess stays, others move

1 min

HEC MONTRÉAL

Question #1

- Arriving at the new table: make a summary

2 min

HEC MONTRĒAL
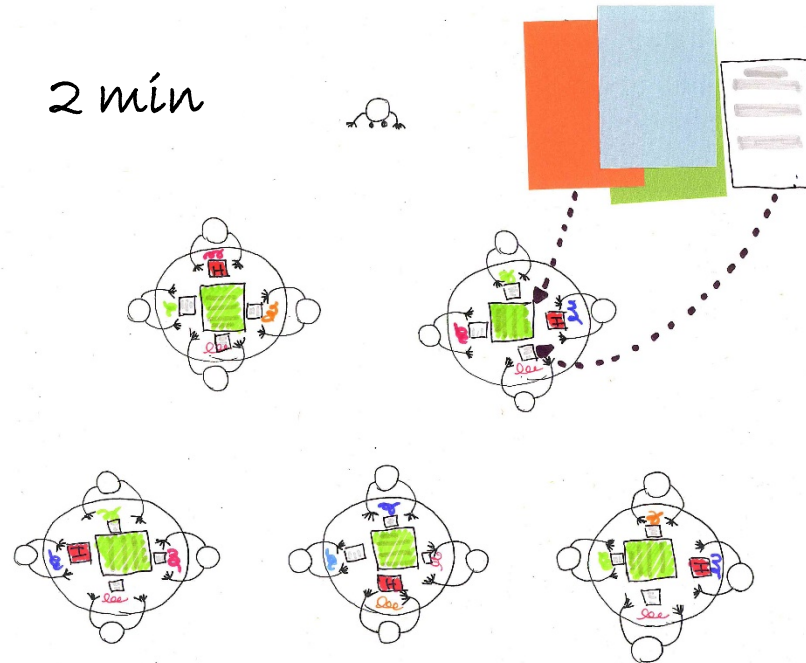
Question #2

Second question

HEC MONTRĒAL

What would be the best strategies and tools to attract candidates with desired profiles?

You have 15 minutes for discussion.

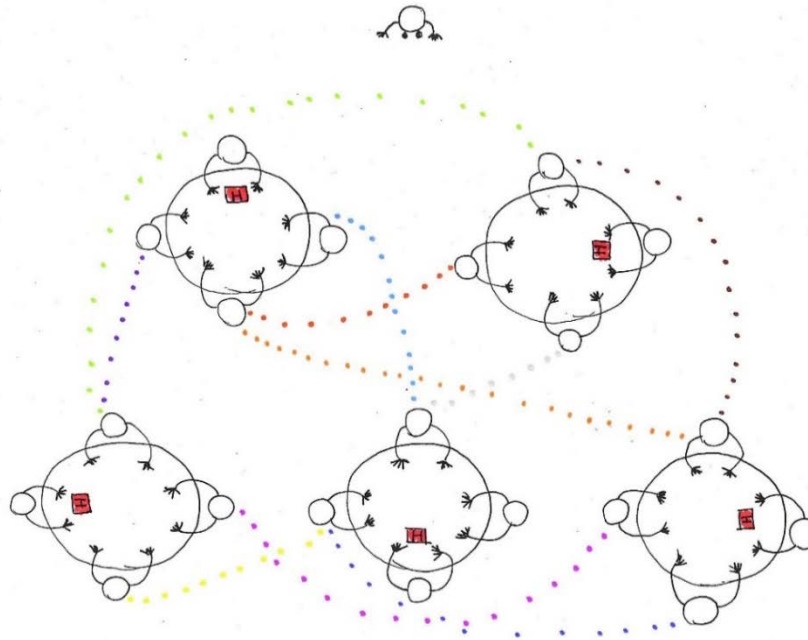**HEC MONTRÉAL**

Question #2
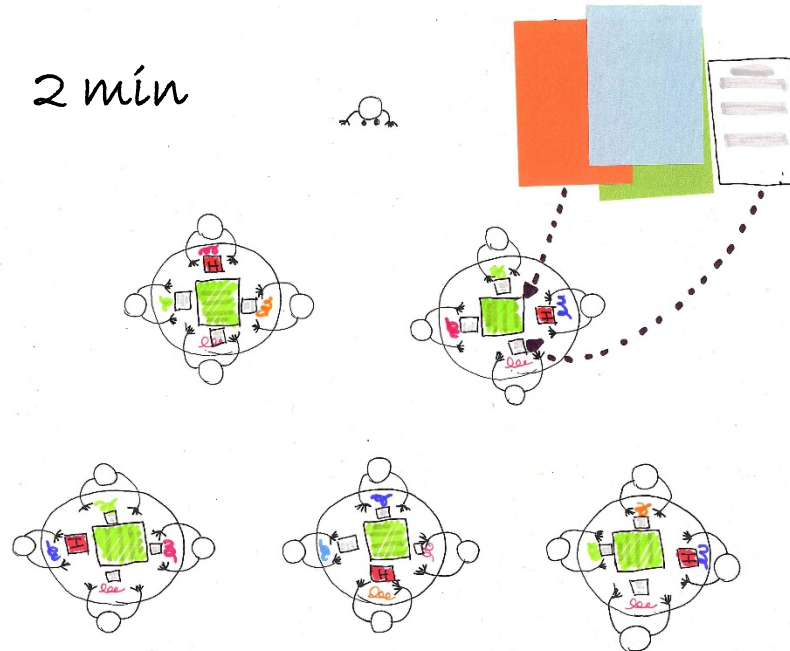
- Take 2 minutes to reach out a consensus

Question #2

- Table change: Host or hostess stays, others move

1 min

HEC MONTRÉAL
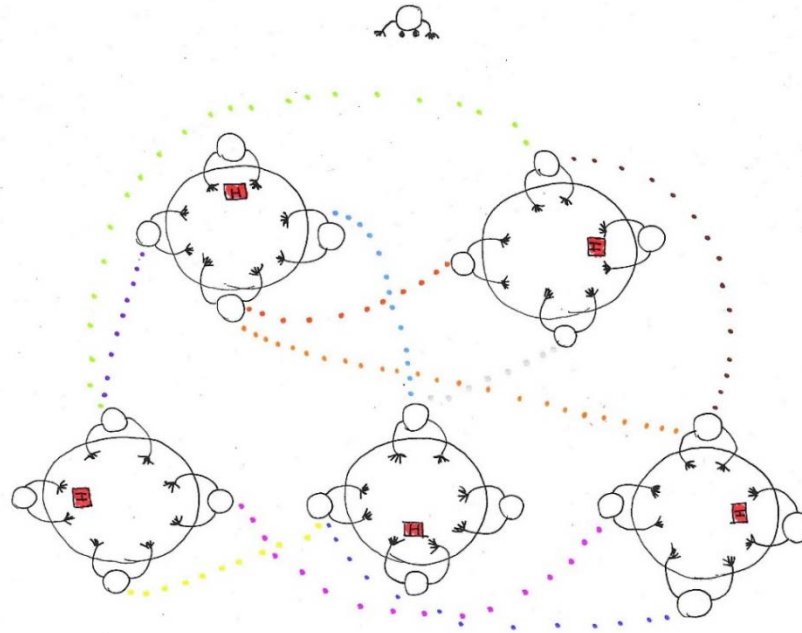
Question #2

- Arriving at the new table: make a summary

2 min

HEC MONTRÉAL
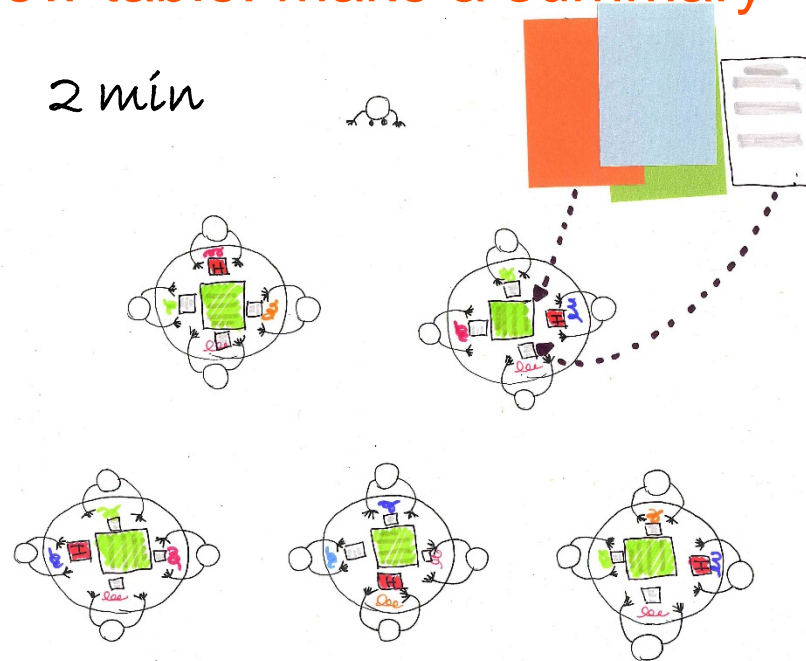
How would you implement these strategies?

You have 15 minutes for discussion.

HEC MONTRÉAL

Question #3

- Take 2 minutes to reach out a consensus
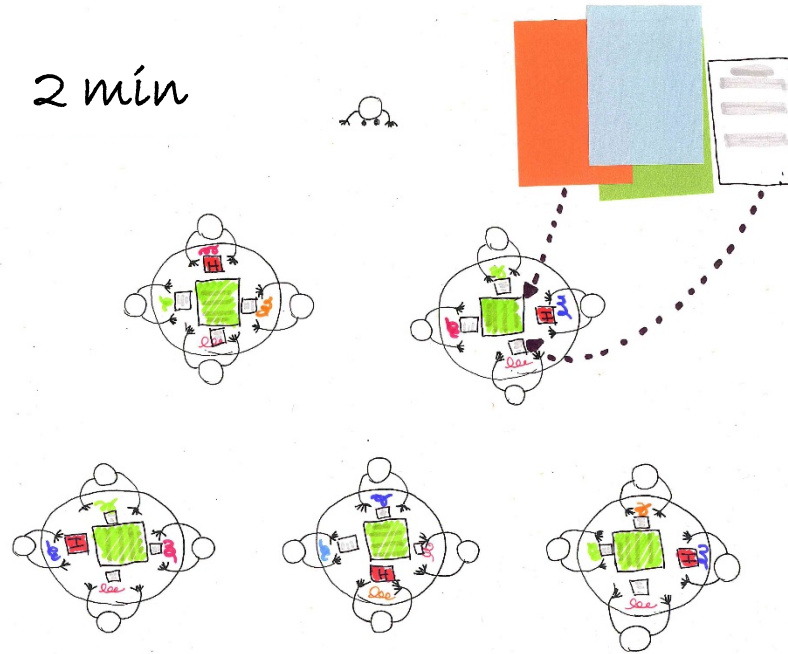
Return on team discussions

Here are your thoughts following the workshop…

HEC MONTRÉAL

1. What affects the participation's rate and the quality of applications? *According to you…*

1. Difficulty reaching targeted students or poor communication
2. Students do not read the rules or interpret them wrongly
3. Value of the scholarships (too high versus too low)
4. Bad timing and last minute deposit
5. Too many criteria or criteria too specific
6. Lack of information or inadequate documentation
7. Restriction on the number of scholarships or on the annual allowable value
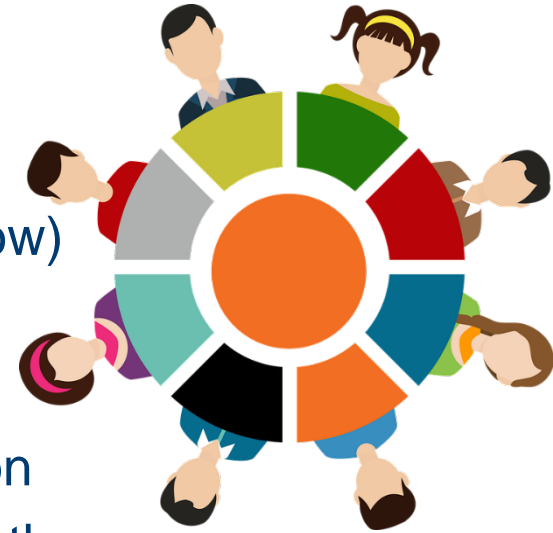
HEC MONTRÉAL

1. What affects the participation's rate and the quality of applications? *According to you…*

8. Too much communication reduce the proportion of emails that are really read by students
9. Prejudices suggesting that it is too difficult to obtain a scholarship (self-elimination)
10. Perception that scholarships are only for the best students
11. Nomination process too long, complex or imprecise
12. Difficulty of obtaining good reference letters
13. Difficulty for students to identify scholarships that match their profile

HEC MONTRÉAL

2. What would be the best strategies and tools? *According to you…*

1. Discuss on good practices between institutions
2. Simplify the nomination process (e.g.: unique form)
3. Make scholarship offers before admission
4. Offer video capsules, webinars, guides, more adapted workshops
5. Target students and send them information in a personalized way
6. Develop new incentive measures (e.g.: gift box, events)
7. Inform parents, place posters, use social media

Tools…

Options…

Solutions…

Strategies…

HEC MONTRÉAL

2. What would be the best strategies and tools?
According to you…

8. Conduct polls (via student associations) to get students feedback regarding competition processes
9. Go through student associations for the promotion of competitions
10. Transmit more impactful emails
11. Attribute automatically scholarships (no application needed)
12. Obtain more adequate search tools
13. Involve other services (e.g.: internship services, research services, recruiting services), faculties and departments in the process of promoting scholarship competitions

Tools…

Options…

Solutions…

Strategies…

HEC MONTRÉAL

3. How would you implement these strategies?
According to you…

1. Establish a specific action plan for the strategies to be implemented
2. Create meetings including different services (faculties, student services, recruitment, communications, etc.) to review some scholarship proceedings
3. Optimize communication strategies, for example by using social media appropriately
4. Call on professors to disseminate information regarding scholarship competitions
5. Involve associations in promoting competitions
6. Broadcast messages that capture more attention

HEC MONTRĒAL

3. How would you implement these strategies?
According to you…

7. Review and simplify the competition process
8. Require students to attend training sessions (e.g.: workshops, webinars, information sessions)
9. Give more resources (human and material) to the scholarships offices
10. Create or improve a student database to better target them
11. Invest in better technological and IT tools to facilitate the submission of applications
12. Propose a single form to apply for all internal scholarship competitions

HEC MONTRÉAL

The End

Thank you very much to everyone for your participation!

HEC MONTRÉAL