



FOOTHILL COLLEGE

Institutional Research and Planning

DATE: September 6, 2016

TO: Sarah Corrao, Financial Aid Outreach Coordinator

FROM: Joanne Du, Research Assistant
Elaine Kuo, College Researcher

RE: 2016 Scholarship Survey Results

Overview

Students who accessed the Foothill-De Anza Scholarship site were identified and invited to participate in an online survey to document their experiences with online scholarship site. The survey was administered in Winter 2016 and sent to 1,449 students. One hundred fifty students responded, representing a 10% response rate.

Highlights

- About half (49%) of the students heard about the Foothill/De Anza College scholarships from either the Financial Aid website (28%) or an instructor (21%).
- The majority of students (73%) had not applied for scholarships prior to the 2014-15 academic year, and most (72%) have never used another online scholarship system.
- Three-fourths (75%) of the students did not attend a workshop before applying for a scholarship, with a majority saying the workshops conflicted with their schedule or they did not know about them.
- Most students experienced no difficulty requesting for letters of recommendation (78%) or attaching letters of recommendation (85%).
- A little less than half (41%) of the students said writing the 'My Story' essay was the hardest part of the application.
- More than half (55%) checked their linked data before the scholarship deadline.
- The majority of the students filled out their application completely (40%), but the primary reasons for incomplete applications were due to disqualification by the questions (20%) or inability to obtain letters of recommendation (17%).
- Students appear to have mixed impressions about the online scholarship system, with slightly more students responding neutrally or less favorably (55%) and less than one-fourth rating the system as "great" (23%).
- When asked for suggestions on improving the online scholarship application, many students suggested providing a filter for the scholarships they qualify for.

Methodology

Students who accessed the Foothill-De Anza scholarship site and attended Foothill College were identified were sent an email invite (by Marketing & Public Relations) with a survey link embedded, regardless of whether they accessed or submitted an application. The survey administration was between February 29, 2016 and March 11, 2016. The survey was created using Remark survey software.

Source

FHDA Scholarship Survey