


## *Increasing Access for All Students through Data-Driven Practices*

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Thank you for your interest in this program!

- To access the slides, please scroll down.
- To listen to the recording, click on the link below:  
<https://vimeo.com/589009661/1b886cc5f5>
- To view the transcript, open the file in Acrobat and click on the attachment icon  in the navigation bar.



# *Increasing Access for All Students through Data-Driven Practices*

Presented by  
**National Scholarship  
Providers Association**

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**Dr. Tchetchet Digbohau**  
*Scholarship Manager, POISE Foundation*

**Elyse (E.C.) Pollick Byrnes**  
*Client Success Manager, Foundant Technologies*

**Tiffany McQueen Lewis**  
*Grants Director, DeKalb County Community Foundation*





# Before We Begin



## **Don't worry, you're muted!**

Your microphone is currently muted to help avoid background noise.



## **Want to participate in the discussion?**

Submit or up-vote questions for the panelists at any time using the Q&A function in your Zoom console.

Use the chat function to connect with participants and for technical assistance.

During the Q&A portion of the presentation, you may also click on the hand icon to be unmuted.



## **Missed a few slides?**

This program will be recorded. The recording, transcript, and the PDF of the PowerPoint presentation will be added to the NSPA website.

These resources will also be emailed to all registrants.



## **Zoom Console**

The console appears at the bottom of your screen when you hover your mouse over it.



**FOUNDANT**  
technologies

The background of the image shows a laptop screen displaying the Foundant website. The website content is partially visible, including the Foundant logo, the text 'Foundant for scholarship management', and statistics such as '> 400 clients' and '> 125 clients'. A group of four people, two men and two women, are standing in the background, looking at a laptop. The overall scene is dimly lit, with the laptop screen being the primary light source.

# Foundant's Mission: Maximize the Impact of the Philanthropic Community



## Maximizing the Impact of the Philanthropic Community



Most recommended online  
grants management  
software for Grantmakers  
> 1600 clients

[learn more](#)



A complete, integrated  
software solution for  
Community Foundations  
> 400 clients

[learn more](#)



Easy-to-use, low cost grant  
management for  
Grantseekers  
> 800 clients

[learn more](#)

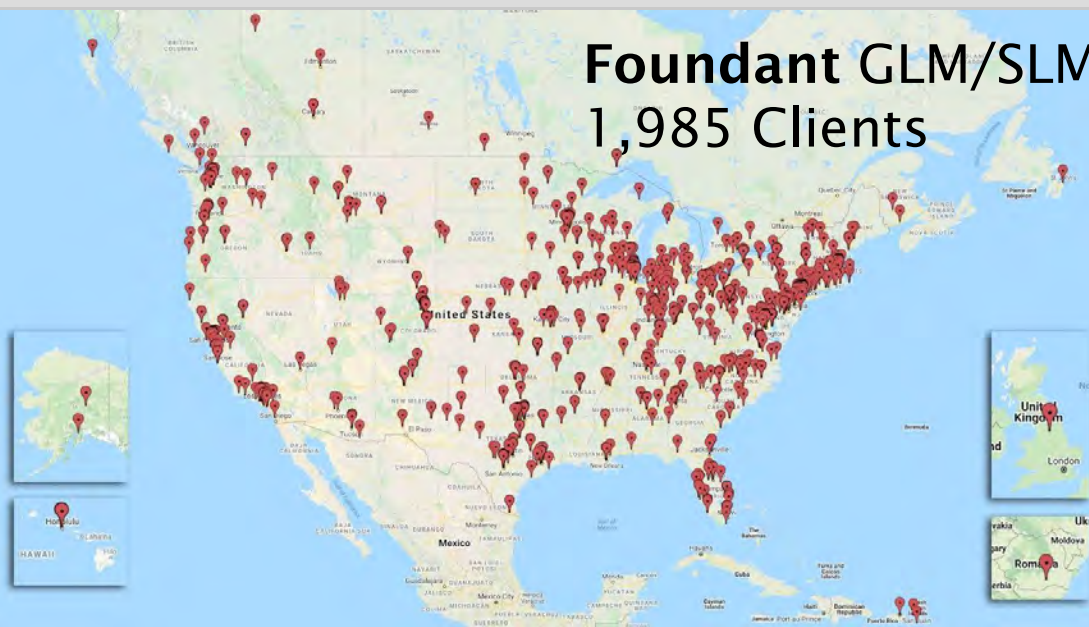


Online scholarship  
management software for  
Scholarship Providers  
> 200 clients

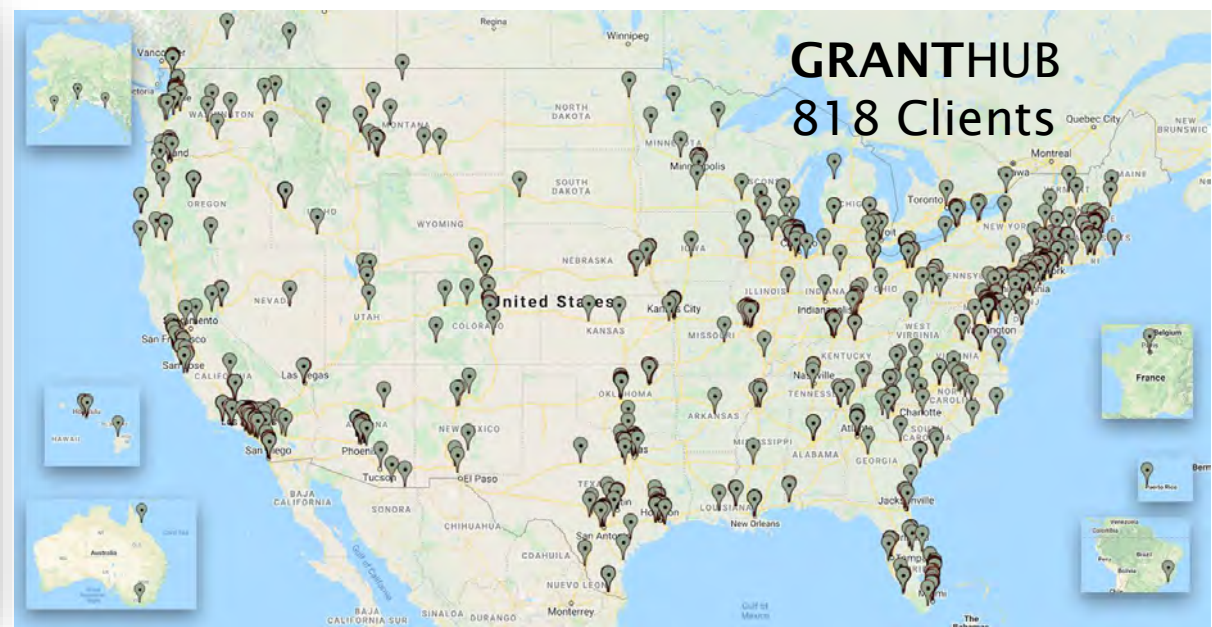
[learn more](#)



## Foundant GLM/SLM 1,985 Clients



## GRANTHUB 818 Clients



## COMMUNITYSUITE 365 Clients

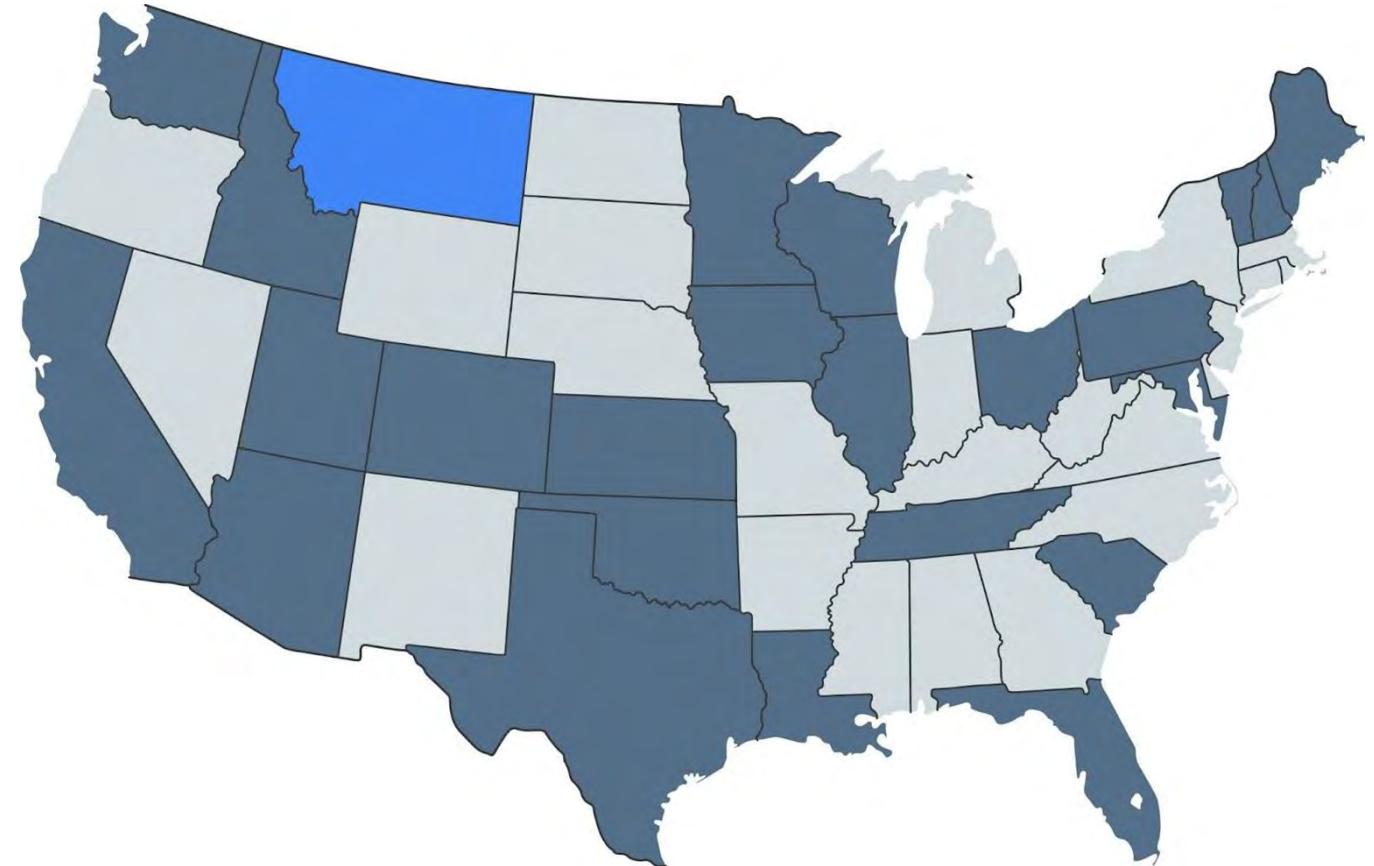


Headquartered in Bozeman, Montana

# Locations

## Remote Team Members:

- Appleton, Wisconsin
- Apple Valley, Minnesota
- Bakersfield, California
- Bernard, Iowa
- Boise, Idaho
- Chandler, Arizona
- Chapin, South Carolina
- Chicago, Illinois
- Cleveland, Ohio
- Dalton, Minnesota
- Denver, Colorado
- Edmond, Oklahoma
- Enid, Oklahoma
- Estero, Florida
- Ft. Lauderdale, Florida
- Hanover, Kansas
- Helena, Montana
- Houston, Texas
- Lake Mary, Florida
- Lehi, Utah
- Madison, Wisconsin
- Mapleton, Utah
- Memphis, Tennessee
- Meredith, New Hampshire
- Middlebury, Vermont
- Missoula, Montana
- Minneapolis, Minnesota
- Orlando, Florida
- Owings, Maryland
- Pella, Iowa
- Portland, Maine
- Salt Lake City, Utah
- San Clemente, California
- Sandy, Utah
- Seattle/Orcas, Washington
- Sierra Madre, California
- Summerville, South Carolina
- Three Forks, Montana
- West Chester, Pennsylvania
- York, Pennsylvania



- Foundant Headquarters
- Remote Team Members



# Compass

## A Foundant Community

*Keep the discussion going!*

[community.foundant.com](https://community.foundant.com)



## Meet the Presenters



Dr. Tchetchet Digbohrou  
Scholarship Manager  
POISE Foundation



Elyse (E.C.) Pollick Byrnes  
Client Success Manager  
Foundant Technologies



Tiffany McQueen Lewis  
Grants Director  
DeKalb County Community  
Foundation

## **“Increasing Access for All Students” is a Mindset (Personal and Organizational)**

- Not an objective
- Not (primarily) a technological problem
- Introspective approach
- Intentionality



# Learning about Your Target Populations

- The learning curve
- Best meeting their needs

## Capitalizing on Information Your Organization Already Has or Can Readily Access

- Information/data from other programs
- Information from within the industry
- Other sources

## Building Strategic Partnerships

- Investing in long-term relationships
- Integrity and transparency





# Hi! I'm E.C. from Foundant

- Foundant CSM for almost 3 years
- Former grant writer and program officer at a community foundation
- Works with scholarship providers (mostly community foundations) all across the U.S. and Canada
- Data collection
- Accessibility for a more streamlined and inclusive applicant experience
- I take little credit- these are the amazing clients I work with having these conversations.



# Accessibility

- Scholarships are (mostly) treated as a transactional/procedural process, not relational
- Attempt to “humanize” the scholarship process
  - Form builders and drop-down lists: think about your identity not being represented in a dropdown list.
- Meeting applicants where they’re at
- Think about the grant/scholarship comparison
  - Length of application commensurate with compensation - Grants just do this better than Scholarship administration
- Pictures/Videos - Smartphone or campus resources to provide campus life updates or thanks to donors.
- Be sensitive to the communities you serve - ask if applicants are able to provide certain statistics and documents and explain it’s OK if the answer is no.
  - Immigrants
  - Students with learning disabilities
  - Disabled students
  - Sensitive to traumatic events in students’ lives



# Data Strategies

- Scholarship retrospective- how is your application serving you each scholarship season? How is it serving your evaluators and decision makers? How about applicants?
- Questions: Explain how data will be used and who will see it. Transparency is key.
- Are you getting what you need out of that “stodgy” essay question?
  - Make essay questions FUN and accessible to young people. Let their personalities shine!
- Why do I need parent info?
  - If the answer is “I don’t, I just need a backup contact info”, ditch the parent/guardian sections.
- Are your scholarship applicants/winners reflective of the community you serve?
  - Compare your statistics to the statistics of your community and identify gaps. Then you can grow your strategies to equalize the playing field.



# Data Driven Practices

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Tiffany McQueen Lewis

DeKalb County Community Foundation

Grants Director

# Increasing your Applicant Pool through Diverse Marketing Strategies

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- Assessing your current marketing efforts
- Using an equity lens when marketing to a more diverse pool
- Leveraging partnerships
- Measuring the success of your efforts



# Designing Your Application with Diversity in Mind

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- Consider utilizing the Universal Application to increase access to a more diverse applicant pool
- Designing your application to remove barriers and create equity
- Select application questions with diversity, equity, and inclusion as a lens



# Committee Member Training

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- Committee composition
- Get centered and grounded on the criteria
- Advising and training committees on more equitable selection

# Assessing and evaluating outcomes

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- Work with your committee to define a “successful” scholarship process
- Determine what data you want to collect and how
- Create a custom report in SLM to capture important data
- Share data with committee members/scholarship administrators
- Set annual goals and evaluate success

# Q&A