THE NSPA EXCHANGE

A campaign to create a definitive source for scholarship administration data
“We are on the verge of marrying the qualitative experiences of providers with quantitative data, unlocking the full potential of the scholarship community. The excitement to finally have this level of insight is palpable.”

JACKIE BRIGHT
Executive Director
National Scholarship Providers Association

THE NEED

Thousands of scholarship providers in North America are seeking facts, metrics, and data to guide strategic decision-making around mission delivery, all with the goal of ensuring the highest degree of impact on student success.
The National Scholarship Providers Association (NSPA) has fostered the sharing of scholarship administration best practices since 1999 through facilitated peer-to-peer networking. Today, NSPA has designed a new, more powerful application to define industry baselines and best practices.

Thanks to a partnership with the Michael & Susan Dell Foundation, NSPA has created the first and only scholarship metric database – the Exchange.

This exclusive NSPA member benefit houses scholarship metrics from nearly 10,000 provider organizations. Members can search peer providers by location, and compare scholarship award amounts, eligibility criteria, program staff size, and more.

And this is just the beginning.

“The Exchange is such a useful tool! I use it not only when working with donors to establish scholarships, but also when I'm working with our Board of Trustees. A lot of times, they will have ideas or things they’d like us to explore and research, and it’s really nice to be able to hop on the Exchange and be able to compare different programs and community foundations and scholarship providers of our size.”

JESSICA SCHWAGER
Director, Scholarship Programs
Oklahoma City Community Foundation
Imagine if the database contains hundreds of searchable data points specific to scholarship administration, and expanded report options.

**Imagine** scholarship providers using the Exchange to...

1. Inform organizational decisions and strategy
2. Identify areas for program design improvement
3. Support board presentations with dashboards and industry baseline data
4. Invest in high impact student services
5. Utilize data to inform best practices
6. Ensure competitive compensation packages

Imagine finally getting the answer to questions like...

1. What is the ideal award amount to ensure student success?
2. What is the average compensation of a scholarship manager?
3. What are the most impactful wrap-around services?

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CEO Compensation Total, by Region
East North Central: IL, IN, MI, OH, WI
Organizations with Operating Budget under $1 million

<table>
<thead>
<tr>
<th>State</th>
<th>Avg. CEO Compensation</th>
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<tbody>
<tr>
<td>Illinois</td>
<td>$129,371</td>
</tr>
<tr>
<td>Indiana</td>
<td>$80,668</td>
</tr>
<tr>
<td>Michigan</td>
<td>$78,337</td>
</tr>
<tr>
<td>Ohio</td>
<td>$65,901</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>$99,180</td>
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With your support, we’ll be able to conduct comprehensive salary survey dashboards.
OUR VISION
is college success for all students through the power of scholarships.

WHY NSPA?
In 1999, a small conference took place in Chicago, IL. This gathering brought together some of the nation’s largest scholarship providers, with a goal of sharing effective practices. Four of those participating organizations would go on to become the founding members of the National Scholarship Providers Association – Coca-Cola Scholars Foundation, Fastweb, Hispanic Scholarship Fund, and Scholarship America.

NSPA was born to serve as the voice of the scholarship industry, seeking to advance the collective impact of scholarship providers and the scholarships they award through education and best practice sharing and creating space for college access professionals to collaborate.
What is the **Impact on Student Success?**

The Exchange has been designed to define industry baselines and best practices for scholarship administrators which will ultimately strengthen their ability to ensure student success.

But, the Exchange also supports student access directly.

The Exchange has created a trusted source of verified scholarship information relieving the burden for students, parents, and counselors.

Through clients who partner with the NSPA, students can be matched to scholarship opportunities, saving them valuable time in the scholarship vetting and application process.

The Exchange also utilizes inclusive, sensitive, and relevant language, ensuring consistency and enabling students to quickly review scholarship eligibility requirements.

And most importantly, the Exchange includes thousands of scholarships, previously not available online, that support college access for underserved student populations.

<table>
<thead>
<tr>
<th>What is the Impact on Student Success?</th>
<th>23k+ Scholarships in the Exchange</th>
<th>$3,500 Average Scholarship Award Amount</th>
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<tbody>
<tr>
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<td>$650 million in Scholarship Awards</td>
<td>30+ million students matched to Scholarships</td>
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<td></td>
<td>Over 3,500 Scholarships for Historically Underserved Populations</td>
<td>70% of Scholarships for High School Students</td>
</tr>
<tr>
<td></td>
<td>85% of Scholarships for Students Seeking an Undergraduate Degree</td>
<td>15k+ scholarships waiting to upload with funding</td>
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THE CAMPAIGN

PHASE 1

Capital Needed: $1.5M
Target Date: July 2024

Exchange Enhancements:
- Build infrastructure to support historical data input
- Collect additional scholarship provider data points
- Enhance system features and increase the size of the database

PHASE 2

Capital Needed: $1.5M
Target Date: Dec 2025

Exchange Enhancements:
Enhance and improve reporting options to meet the needs of scholarship providers. The following are some of the top requested reports:
- Salary Surveys
- Wraparound Services
- Financial Reports

“As a scholarship provider, being able to benchmark programs and impact through the NSPA Exchange is essential for us to know where we are having the greatest impact for our scholars.”

KEVIN BYRNE
Chief Executive Officer
The Frederick A. DeLuca Foundation, Inc.
WAYS TO SUPPORT

We humbly request support through the following avenues, but welcome conversations around customized options.

This project relies 100% on your support.

**GRANTS**
We would love to partner with your Foundation through your grant-making arm. Please email ndelmuro@scholarshipproviders.org with details on grant applications.

**DONATIONS**
Donations are accepted via our online Giving page. 100% of your donation will be used to support the Exchange.

**PIioneer Membership**
Organizations may join NSPA as a Pioneer Member. Under this new membership tier, organizations enjoy advanced NSPA member benefits and a portion of their annual dues directly supports the Exchange.

**Membership Benefits**
- Unlimited staff on your NSPA membership
- Direct Exchange data support including custom report options
- Unlimited access to all NSPA eLearning programs including webinars and roundtables
- 25% off NSPA Conference member registration pricing
- Discounted NSPA Summit pricing
- Free Career Center job postings

**Brand Awareness Benefits**
- Advertising on the Exchange webpages
- Logo on the NSPA Partners webpage and scrolling banner
- Banner ad placement in 4 NSPA eNewsletters
- 2 emails distributed to the NSPA mailing list of 15,000+ higher ed professionals
- Ability to author 2 NSPA distributed article posts
- Recognition in NSPA educational webinars and on webinar