

Reuse your info and  
apply for more scholarships.  
It's easy. It's fast. It's free.

 **Scholar Snapp**<sup>™</sup>  
MICHAEL & SUSAN DELL FOUNDATION





# Scholar Snapp™

## Introduction

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# Goals

- Provide students with better access to scholarships by streamlining the application process
- Let students automatically complete scholarship applications
- Permit sharing of scholarship applications between scholarship organizations
- Support a robust scholarship software environment through better interoperability
- Provide an image/branding that is comfortable and inviting to the college bound demographic
  - (The Scholar Snapp™ solution was previously known as the Scholarship Data Standard)

# What is the Scholar Snapp™ solution?

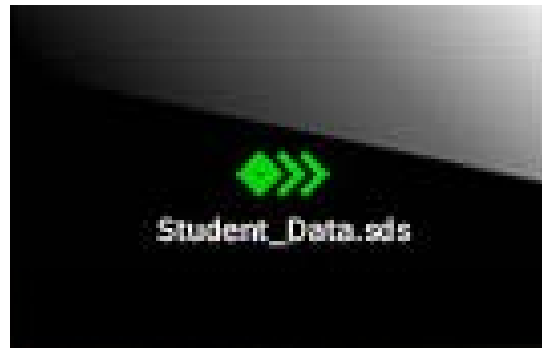
- A way to let scholars apply for multiple scholarships more easily by reusing information they have already provided elsewhere
- A royalty-free blueprint for sending scholarship applications between organizations
- An XML schema used by computers to automatically process applicant information
- A capability that you can add to an existing online application to make it better for scholars
- A way to avoid a universal scholarship application

# How does the Scholar Snapp™ solution work?

**1** Student creates a scholarship application on the Web



**2** Student saves the application to their PC



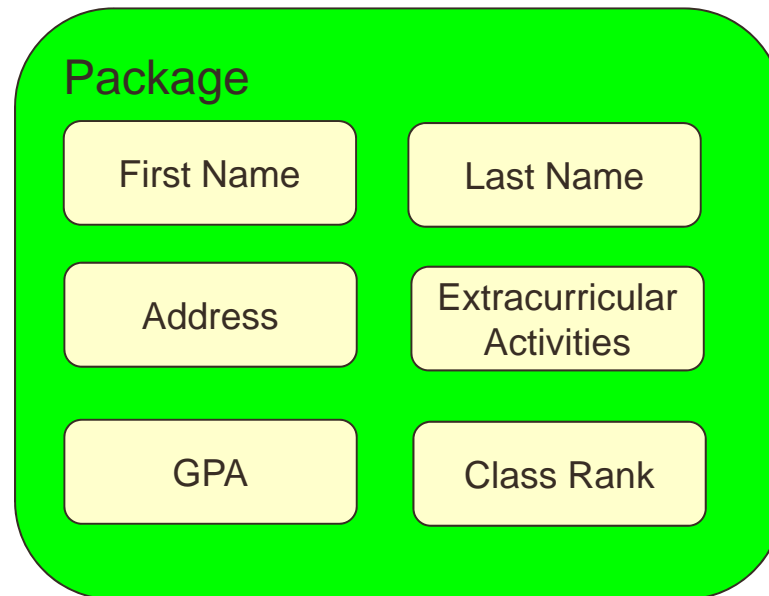
**3** Student uploads the application to many scholarship Web sites



The solution lets students universally re-use a scholarship application on other Web sites to find money for college more quickly and easily

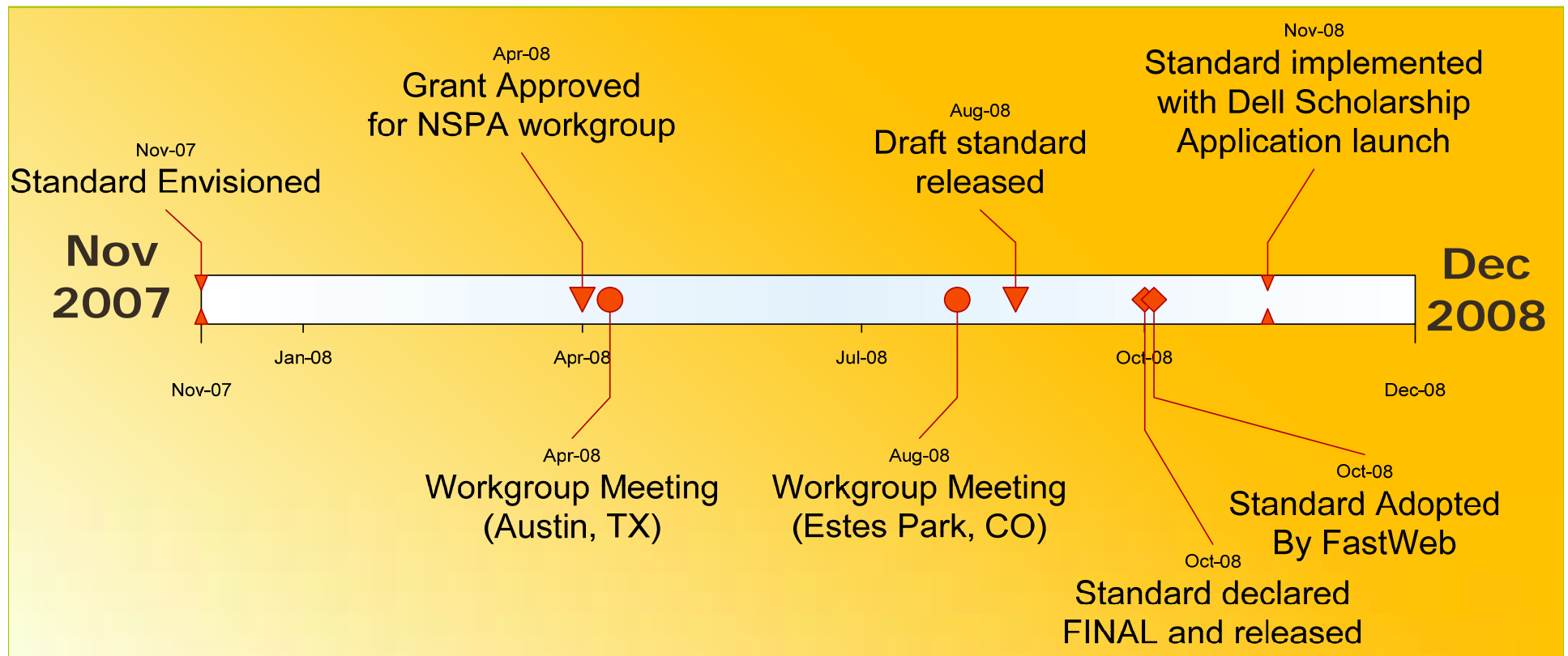
# What information is transmitted?

- Imagine packaging a scholar's application answers, sending them elsewhere, and automatically completing another application with that information
- The package contains those answers, for example:



# The Scholar Snapp™ solution Timeline

Developed with a grant from the Michael & Susan Dell Foundation , the NSPA workgroup created the solution with the help of the following organizations:



# How is the Scholar Snapp™ solution currently used?

- Dell Scholars applicants can save their application to an SDS file and then upload it to other Web sites, such as the following partners:



- 3000 applicants took advantage of the Scholar Snapp solution in 2008

# Why do we need the Scholar Snapp™ solution?

- Scholars spend incredible time and energy filling out mostly redundant scholarship applications
- Students cannot share data they have already provided to other organizations without manual data re-entry
- Scholarship providers cannot start over to redesign all applications, we need a bridge between existing systems
- Automatic document processing requires a well-defined data format
- We have gone as far as we can without a standard

# Are we paving new ground?

- In the scholarship world, yes!
- Other industries had to drive the creation of standards for themselves for the same reasons:
  - Education - PESC created data format standards for sharing school transcripts
  - Medical - HL7 is a standard data format for sharing patient records between doctors and insurance companies
  - Justice - GJXDM is a standard data format for sharing documents between justice and public safety organizations

# Why use XML?

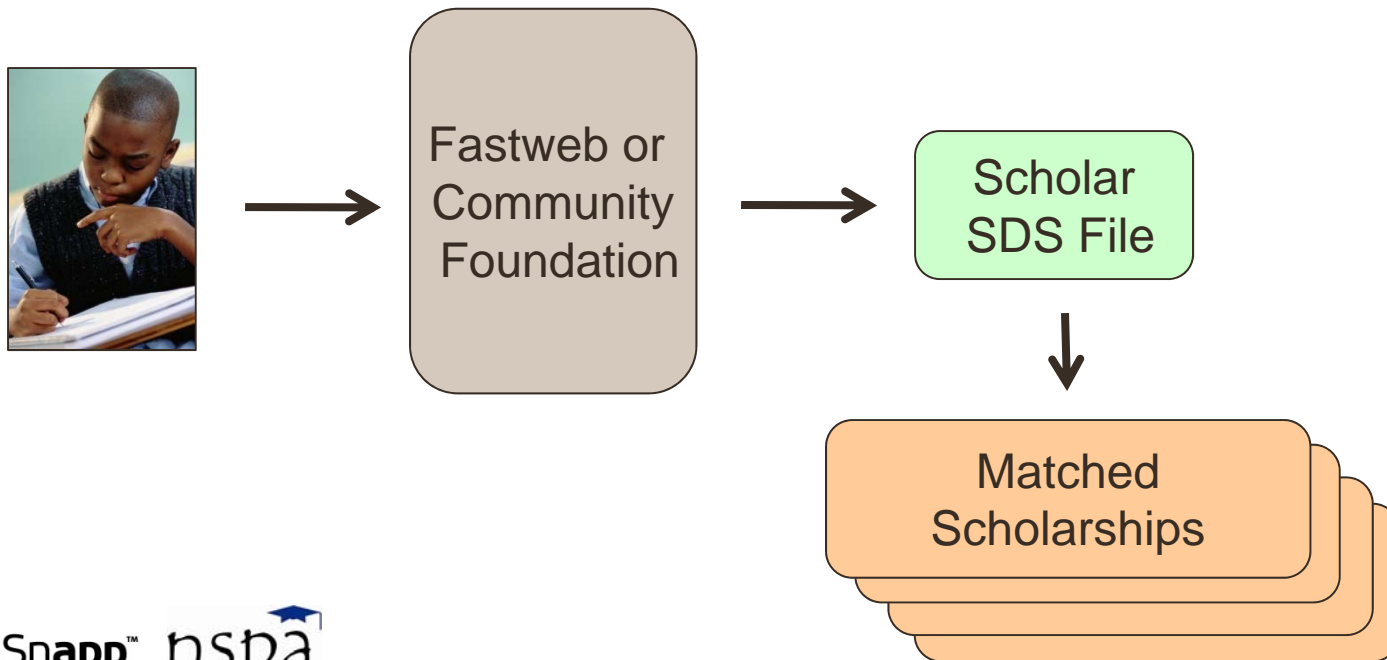
- XML is an excellent choice because it is:
  - a language designed to communicate both the structure and contents of documents
  - in widespread use
  - is also a standard
  - both human and machine readable
- Many standard tools exist for automatically validating, querying, and transforming XML files (e.g. XSD, Xpath, and XSLT)

# Application Data Sharing Scenarios

- The following slides illustrate scenarios that become possible with the Scholar Snapp™ solution:
  - Students reusing their application data across multiple scholarship sites
  - One-click apply to many scholarships
  - Scholarships referring applicants to each other
  - Selective student data processing in real-time automatically
  - Easier migration between old and new software tools
  - Easier upgrade from paper applications

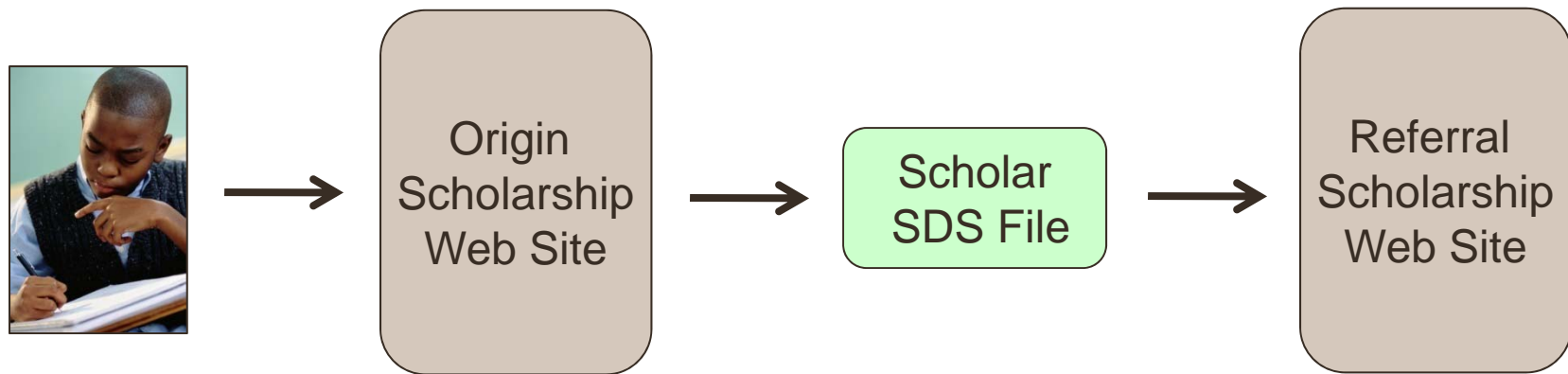
# Scholarship Management and One-Click Apply

- Student creates a profile on the scholarship provider site or on a scholarship search/match site such as Fastweb or Scholarships.com
- Site matches one or more scholarships to the profile
- Student can one-click apply to one or more matches



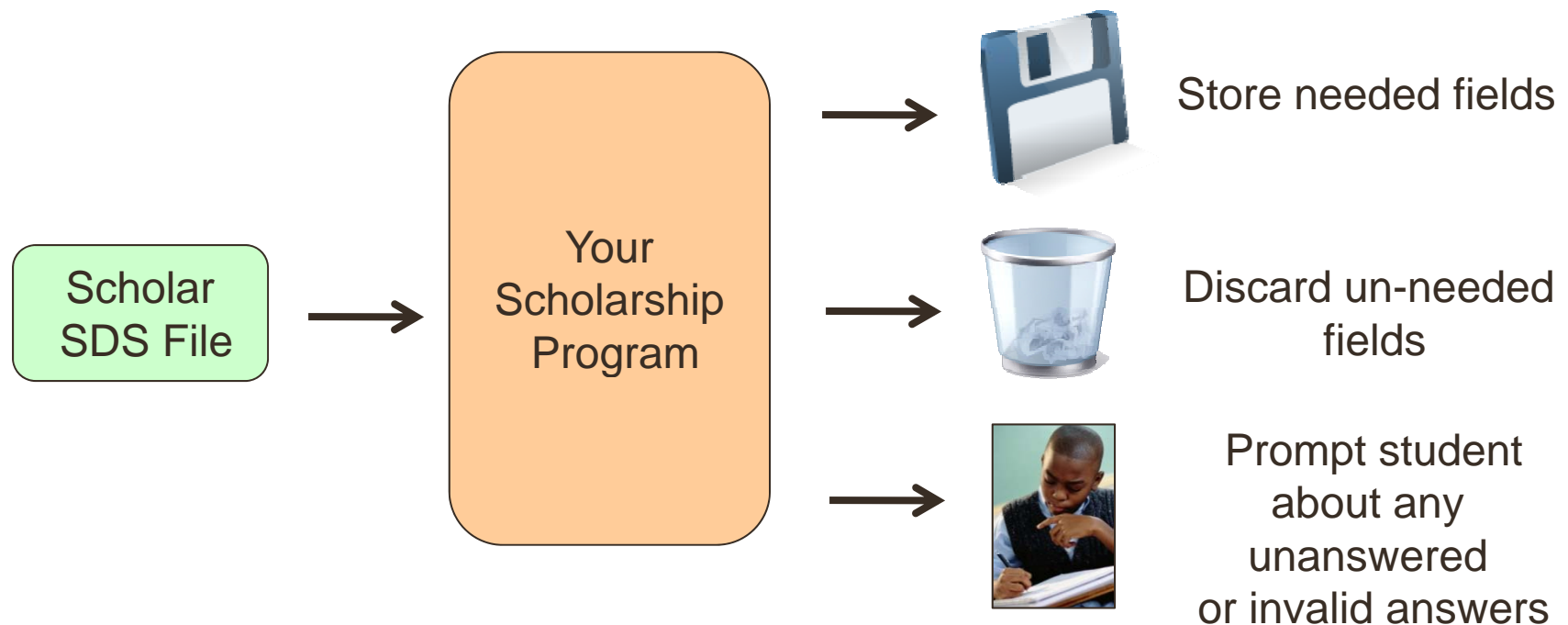
# Student Referral

- Student applies but isn't eligible for a scholarship
- The scholarship program forwards the application to other scholarships, with student permission
- Standard contains a "PermitApplicationForwarding" field for this purpose



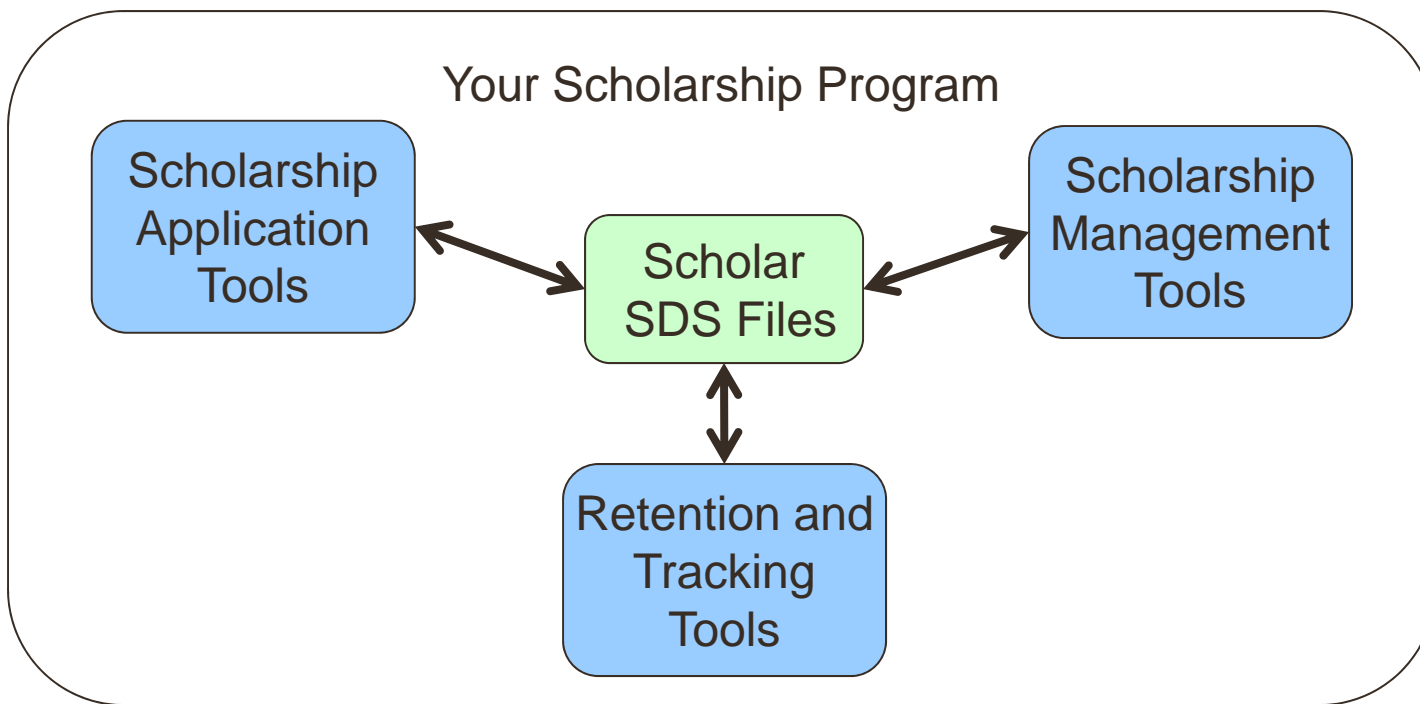
# Selective Data Processing

- Scholarship providers can receive unsolicited applications from anywhere
- They can automatically process the application by storing or discarding certain fields based on their needs



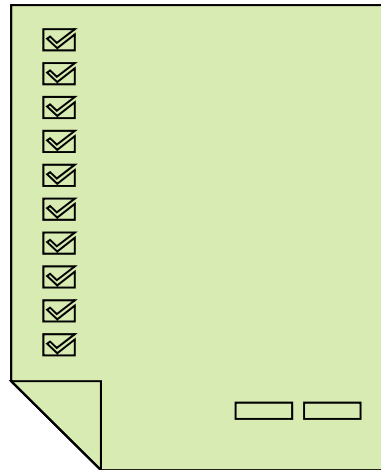
# Freedom to choose tools and migrate

- Online applications and management tools can be decoupled, leading to more flexible choices
- Simplify data migration to new systems
- No vendor lock-in due to incompatible data formats



# Upgrade path for paper applications

- Reduces development ambiguity by having a clear target data format known for interoperability
- Upgrade at your convenience, knowing the standard is available when you need it



# Conclusion

- The Scholar Snapp™ solution can commoditize scholar data handling
- This will let us focus our energy on the truly impactful work, which is scholar:
  - Identification
  - Selection
  - Retention
  - **Graduation!**