How To Protect Students From Scholarship Scams

Chris Jordan, Regional Director
Today’s Agenda

- The role scholarships play in funding students’ education
- Problems with scholarship management & external scholarships
- Vetting external scholarships to prevent scams
- ScholarshipUniverse demonstration
- Questions & Answers
[The Role Of Scholarships In Students’ Education]
It’s All About Access

- 75% of students have unmet need
- Federal aid dollars aren’t keeping up with the rising costs of higher education
- Students need to supplement their education with additional money
- Scholarships are crucial to closing funding gaps
- Students expect an easy, mobile scholarship experience
Scholarships Play a Big Role

How much importance does your school place on scholarships?

$500

65%

58%

the amount of scholarship that can influence where a student enrolls.

the # of students who want help finding scholarships

of schools lack automated scholarship mgt or don’t know what they have.

Learning House: Online College Students 2016

Ruffalo Noel Levitz: 2018 National Freshman Motivation to Complete College Report, 2018

Tyton Partners Finding a Fit: The Evolution of Student-Centered Financial Aid, 2017
"As a student for the first time applying, having never applied for a scholarship before, it was difficult to understand what they were asking for."

Emma Muriel
Student, University of Arizona
BA, COMMUNICATION
"It's very frustrating to not be able to find anything, especially when you're scrolling through thousands and thousands of scholarships and you have to click on every. Single. One."

Amanda Hirte
Student, Arizona State University
BS, Mechanical Engineering
"There were a lot out there, but not a lot that applied to me."

Isa Uribe
Student, University of Arizona
BA, SPECIAL EDUCATION AND REHABILITATION
[Problems With Scholarship Management & External Scholarships]
Scholarship Management Today
Dangers Of External Scholarships

Scholarship Red Flags

- Fees associated with an application
- Offers a ‘guaranteed win’
- Asks for banking or personal identifiers like SSN or passport info
- Related to controlled substances, vaping, or smoking
Scam Example: Vaping

Vaping essays: e-cigarette sellers offering scholarships
E-cigarette scholarships raise concerns over marketing vaping to teens

[How We Prevent Scholarship Scams]
20% Scholarship Scams
“There are definitely some things that are a ‘hard no’ for us. For example, you’ll never see scholarships in our system that have fees associated with an application, scholarships that offer a ‘guaranteed win,’ or that ask for banking or personal identifiers like social security number or passport information.”

Carissa Danbury
Scholarship Researcher, CampusLogic
The Scholarship Vetting Process

1. Initial Vetting
   Learn about scholarship provider, the application, and any promotional materials. Look for red flags—associated fees, guaranteed win, PII request.

2. Detailed Vetting
   Searches to identify inconsistencies like: grammatical errors, unprofessional presentation, invalid contact info, requirements for social sharing.

3. Annual Review
   If a scholarship passes the vetting process, it is available in the ScholarshipUniverse database. It will be reviewed annually to ensure it still meets our standards.
# Scholarship Vetting Checklist

*If you check three or more criteria, the scholarship is considered illegitimate*

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Checkbox</th>
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<tbody>
<tr>
<td>Blog site</td>
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<td>Grammatical inconsistencies or unprofessional language</td>
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<td>Requires sharing on social media for ‘likes’</td>
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<td>Invalid or out-of-country phone number or email</td>
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<td>No previous winners</td>
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<td>Requires applicants to come up with solutions to a hypothetical legal or business scenario or create a new product that otherwise would be considered intellectual property</td>
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<td>No contact information</td>
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<td>URL does not match company name (search WHOis.net)</td>
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<tr>
<td>Wire transfer to student</td>
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<td>Requires student to send detailed financial or tax information to an unsecured email</td>
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<td>Address given does not match with business</td>
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Thank you!