

### Abstract

This action research was designed to increase the efficiency of a community college scholarship program. The research developed in response to a desire to increase numbers of scholarship applications from students and to streamline the selection and financial reconciliation processes at the research site. The literature search revealed these aims to be common among community college scholarship programs nationwide. Data was gathered through surveys, interviews, and observations.

Data analysis suggests that passive information on the part of colleges, lack of student confidence in qualifications, and lack of student awareness of the differences in scholarship criteria are significant contributing factors leading to low rates of application. Data related to recipient selection processes show that committee training, the use of multiple reviewers, and the use of consistently-applied scoring rubrics increase selection efficiency. Results suggest further research possibilities to determine the extent to which various scholarship marketing strategies, and the manner in which individual scholarship criteria are presented, influence application rates. Further research is suggested to determine the factors influencing student confidence and motivation related to scholarship application.

